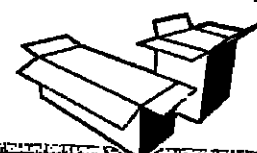


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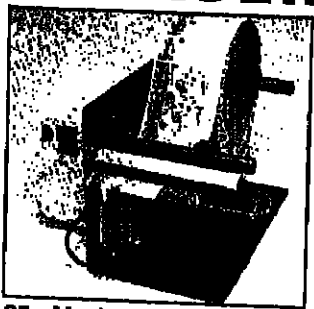
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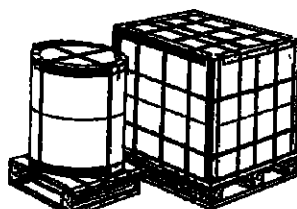
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APOLOGIES

In the February issue of **PACKAGING NEWS** an advertisement for **WRAPID PACKAGING**, distributors of **CRYOVAC** films, was omitted from the Where To Buy Directory, under the heading of Shrinkfilm Polyolefine.

PACKAGING NEWS would like to take this opportunity of apologising to **WRAPID PACKAGING** and **CRYOVAC** for any confusion or inconvenience this omission may have caused.

The advertisement has been re-instated and can be found on page 65 of this issue.

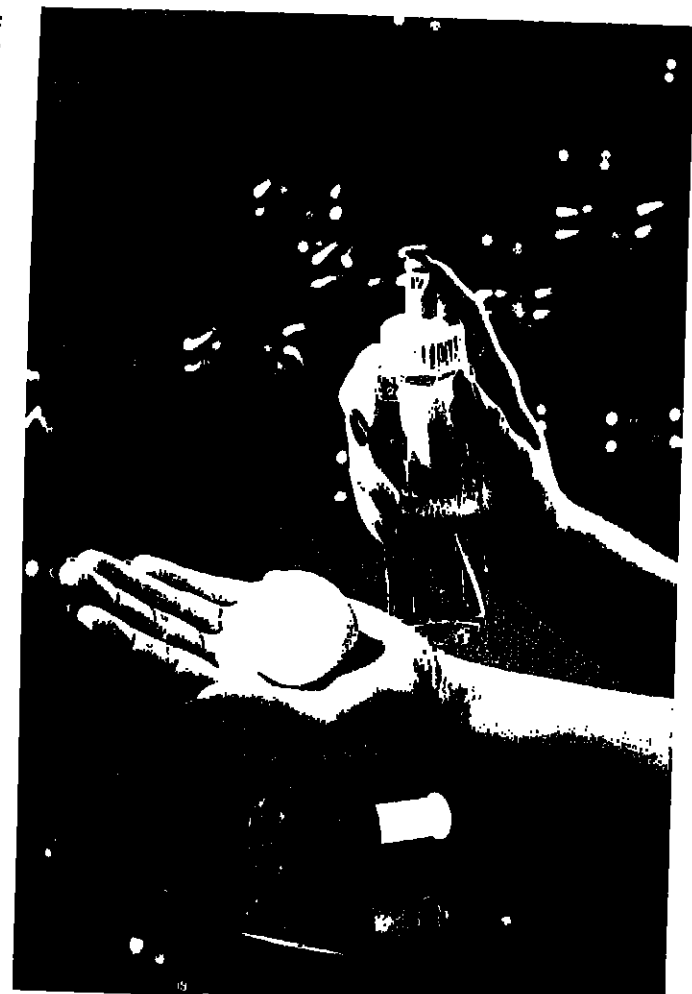
Water-based spray
gives foam quality

Commercial production of the Airspray Foamer and Airspray Jet-Foamer has begun with products expected to hit the shelves in the Spring for a European haircare manufacturer, in the US and in Australia later this year, Bert Molenaar, md of Airspray International bv, tells *Packaging News*.

"Until now, consumers who were unwilling to use an aerosol for foam or mousse products had to accept a relatively poor foam quality. This is no longer necessary," says Mr Molenaar of Airspray (Zuiderkade 31-33, 1948 NG Beverwijk, PO Box 389, 1940 AJ Beverwijk, The Netherlands - tel: 010 31 2510 1551, fax: 2510 23513).

The Foamer can be tailored to a variety of applications such as hair care, skin care shaving and pharmaceutical products. It is designed for handheld, not industrial operations. Combined capacity at the plant for both products is 15 million containers a year.

Based on the dry Airspray system, it operates on the same principle with a valve, pump-up concept and a mixing cham-



The Foamer is designed for handheld products such as mousse

CAP MOTOR

Continued from front page

not been reached early as a result of cross-threading, oversized neck finishes or distorted caps, the system is able to detect the thread start point via a vertical motion sensor and initiate reverse movement of the motors.

In this way, the number of tightening turns achieved can be established, compared with product details held in memory and containers with under-

tightened caps identified to the reject mechanism.

After tightening each cap, the Dico ETS also checks cap removal torque by reversing the drive at the relevant torque level to seek the movement that would signify a reject. Pass/fail decisions can be recorded for quality control records.

"This means that, for the first time, packers have a means of 100 per cent quality control over cap tightness and can produce records in support, should a product leak in transit," Mr Humphries tells *Packaging News*.

The system also provides

removal torque by reversing the drive at the relevant torque level to seek the movement that would signify a reject. Pass/fail decisions can be recorded for quality control records.

Equipped with six torquing heads, the Dico ETS is capable of speeds up to 150 a minute while a four-head version gives an output of 100 a minute.

For further information, call 0839 772268

ber for air and liquid. The product is 85 per cent water based and refillable.

However, the essential difference between the dry and wet systems is the valve. It uses a mesh technology in contrast to conventional systems where air and liquid are pushed through the mesh. Both Foamers are designed with a special tilt-action actuator, whereby the 'flex-spout' spray head allows for precise dosage and easy use.

"Precise dosage"

A spin-off of the Foamer, with the Airspray Jet-Foamer it is possible to spray the foam direct onto the object itself. Both systems can be operated using standard filling lines.

Within the next two months, Mr Molenaar anticipates the company will receive its first order for Jet-Foamers from the UK or German market. "What is interesting about the Jet-Foamer is that interest is coming from completely different markets to the Foamer such as the household products area and insecticide sector," he says.

Hdpe containers are supplied by M & H Plastics in the United Kingdom and pet bottles are made by Skillpack in The Netherlands.

For further information, call 0839 772268

statistical quality control information on containers and caps themselves.

Controls on the Dico ETS are set up for each different container via a Smart Card, colour coded to the mechanical changeovers.

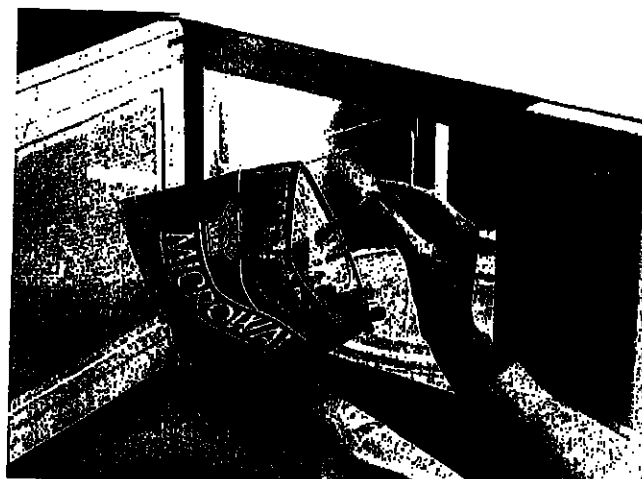
Developed in association with Japanese company Taipack, Microx is being used in a laminate for "eat straight from the bag" chips produced by Garden Isle Frozen Foods in the first European commercialisation of the material. Pos

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PACKAGING
NEWS

APRIL 1994

THE COMPLETE NEWS SERVICE FOR BUYERS OF PACKAGING EQUIPMENT, MATERIALS AND SERVICES

Laminate ideal for
microwave chips

Microx is used in a laminate for "eat straight from the bag" chips

A moisture-absorbent non-woven laminate being converted by Bonar Teich Flexibles for packing microwave chips is said to give unrivalled results when used in bags for dry, crisp microwave foods.

Developed in association with Japanese company Taipack, Microx is being used in a laminate for "eat straight from the bag" chips produced by Garden Isle Frozen Foods in the first European commercialisation of the material. Pos

impact was a major concern, and the 150g bags are now being sold at Tesco stores.

Microx is a passive polyolefin material, with a temperature which does not rise above that of the food. It has a degree of one-way permeability, allowing moisture to pass through its structure and trapping it in special pockets.

"We did a lot of research with susceptors, but it didn't appear possible to give the print quality and finish which

was required," says Bonar Teich marketing director Clive Fielding. There are limitations on the kinds of materials usable with susceptors since they can reach temperatures of 200deg C in an oven.

Although Bonar Teich's motivation was in combining good end results for the product with pack quality and appearance, says Mr Fielding, the company was also aware of public concern about susceptors in contact with food at such high temperatures.

Using a special process, Microx is laminated to a reverse-printed polyester film. Printing on this pack is gravure, six colours. The material is heat-sealable and can be run on both horizontal and vertical ffs machines.

Apart from chips, any product in a bite-size format for microwave cooking can benefit, says Bonar Teich (PO Box 58, Nottingham Road, Spondon, Derby DE21 7GY - tel: 0332 288800, fax: 288804).

For further information, call 0839 772268



The egg sits on a base that has slots for the securing red ribbon

Carton gives access
to Easter promotion

The carton design for Thornton's Select Easter Egg - a unique egg made half in milk and half in white chocolate - has had to provide maximum protection for this delicate product as well as easy access for shop staff.

Part of the Thornton's 1994 Easter range, the egg sits on a base that incorporates slots for the red ribbon that secures the egg in place. Also fitting onto the base are two tucking flap cartons which hold a gift selection of chocolates.

The carton, printed six colour with a uv lacquer on

600 micron folding boxboard, and the plain 250 micron pvc lid are both produced by Ferry Pickering Sales Ltd (PO Box No 6, Coventry Road, Hinckley, Leics LE10 0JJ - tel: 0455 238171, fax: 251338).

Design of the lid had to accommodate Thornton's shop personnel access as well as protection. This is to allow Thornton's Easter promotion of "Free little words" which can adorn any egg, free of charge - ie: Happy Easter Mum. The angled lid can be slotted on and off quite easily.

Continued on back page

WHAT'S
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Energy-saving glue 7
Warm melt adhesive combats hot melt problems.

Meet the Association 12
Enhancing the industry's professional status, the Institute of Packaging's activities in education and training are profiled.

Ink system 17
Launch of organic ink system which applies colours over coatings crisply is trialled by Malibu.

No-label look 27
Clear film on glass now offers alternative to paper labels

FEATURES

Food and drink 38-47
We report on the first through-the-lid miniature bottle sample for a product launch venture behind the iron curtain for a glimpse of a fledgling packaging industry and our plans for packaging developments in the wine trade. Also discussed are the merits of audits to combat taints and what's new in modified atmosphere packaging, followed by a news round-up.

REGULARS

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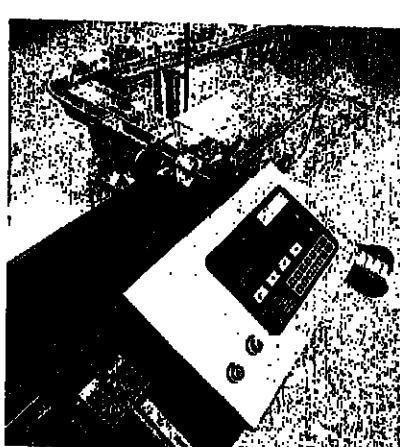
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PACKAGING NEWS/MARCH 1994

Herbal tea check challenge

Combined barcode scanners and checkweighers are each monitoring up to six different herbal tea products at random in a Loma installation for Premier Beverages - the first of its kind in the UK.

With up to 30 different combined teabagging and cartoning machines running on the herbal side of its Edinburgh plant, Premier clearly wanted to avoid separate checking of product from each of the machines. Apart from the costs, Premier has very limited floorspace.



The Loma checkweigh system at Premier

Special software was written when Loma took up the

challenge to develop a system capable of both identifying product and checking its weight. "Other manufacturers said they weren't interested or that they couldn't do it," says factory manager Nigel Conquest.

On each of five lines, cartons of herbal teabags from six different filling and cartoning machines converge on a Loma 6000 checkweigher. A scanner picks up the barcode, enabling the checkweigher to detect underweight packs, even though the target weight for

Continued on back page

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CONVERTING
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THE PAGES FOR PACKAGING PRODUCTION & PRINT PAGE 48



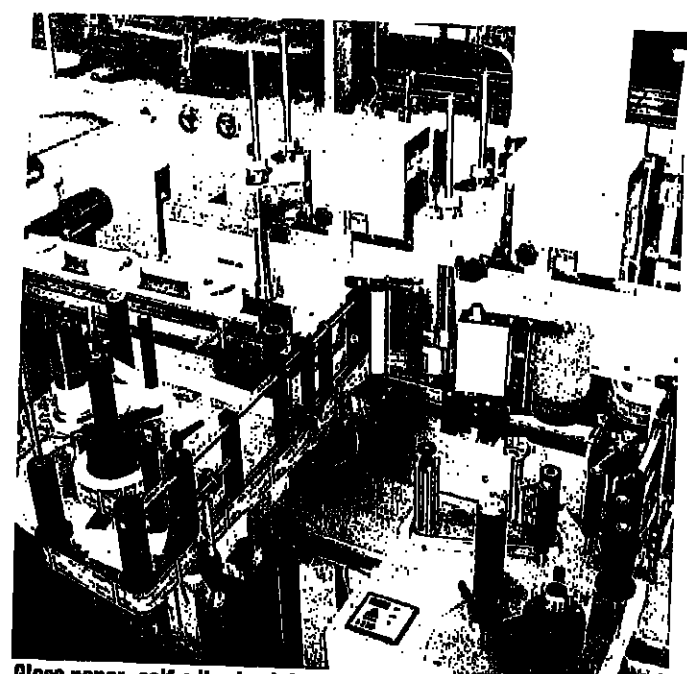
Speedy labelling of Japanese car polish

Speed and accuracy, along with fast size changeover capabilities on an ALS 2000 labeller from Avery Dennison, is now helping Japanese motorists to appreciate the merits of Turtle Wax polish.

The new colour co-ordinated car polish, formulated by Turtle Wax Manufacturing Ltd in five car colour 'shades' - said to enhance the look of the original colour as well as adding protection and sparkle - is now enjoying increasing success in the Far East.

It is packed in a round, 350gm lidded tin at the company's plant in Skelmersdale and the varying contents are identified by means of two full colour, gloss paper self adhesive labels which are applied to the sides of the containers by the labeller.

An important reason for the ALS 2000 mainline labeller to be chosen for these car care products is that many different pack variants are used. These differ in both dimensions



Gloss paper, self adhesive labels are applied to the container sides

and shape, so any labeller has to cope with this requirement at high speeds.

Current volumes at Skelmersdale for this particular product line are 300,000 units a year. Information

from Avery Dennison UK Ltd (Thomas Road, Woburn Industrial Park, Woburn Green, Bucks HP10 0PE - tel: 0628 859500, fax: 859599).

For further information call 0839 772268

Organisers IIR has recruited Gary Swinford and Roger Coles, both formerly involved with the organisation of Pakex, to run this new event.

They say that companies are becoming increasingly selective in their choice of exhibitions and this event is designed to meet a niche in the market. "Our discussions with both major packaging suppliers and their customers have confirmed that this is the event that meets their needs in today's business climate," says Mr Swinford of IIR (Post Office House, Sambourne, Wores B96 6NU - tel: 0527 892454, fax: 894127).

For further information call 0839 772268

Retail showcase

Retailpack 95 is a new exhibition set up to provide a showcase of the latest packaging developments to key specifiers of UK-based fast moving consumer goods manufacturers (fmcg) and retailers.

It will take place 28-30 November next year at Olympia and according to organiser IIR International Exhibitions, it will provide exhibitors with a cost-effective, dedicated annual event in Central London. It is thought that between 150 and 200 companies will take part, displaying any products that are

destined for the retail shelf, whether in a supermarket, chain store or garden centre.

Retailpack 95 will encompass suppliers of services as well as packaging products to fmcg manufacturers and retailers and so is thought to be of interest to a wide range of companies.

Outside influences

For instance, visitors will include not only in-house technical, design and marketing personnel but also outside influencers such as sales promotion and advertising agencies.

EFTA awards reveal changing face of flexo

The changing face of flexo was seen in the 1994 EFTA Print Awards which were organised by the UK European Flexographic Technical Association and presented last month.

According to the judges,

the scope and range of flexible packaging entries were not only high but very consistent and showed the steady erosion of gravure markets by flexo.

Chairman of the judges Cliff Woolf called for all flexog-

raphers to come forward and expressed particular disappointment at the small number of entries received in the self adhesive label sections and hoped for more in 1995.

Full report on page 49

PACKAGING NEWS

Incorporating CONVERTING WORLD

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 Largest ABC circulation in the packaging field

Waste directive: stormy passage

A stormy passage awaits the second reading of the European Union's proposed Packaging Waste Directive. As *Packaging News* went to press, MEPs were voting on which amendments they will present to the European Parliament for the Directive's reading.

This must take place in either April or May before the June Euro-elections, otherwise the common position reached by the Council of Ministers will be adopted (see PN January 1994).

Among the amendments being proposed are:

- the reintroduction of a rigid waste management hierarchy;
- a mandatory minimum recycled content;
- a minimum recycling target of 25 per cent per material as opposed to the 15 per cent currently proposed; and
- an increased recycling target of 25-50 per cent. The current

upper limit is 45 per cent.

Another amendment causing alarm to British business would allow the Germans to bypass the Directive and continue exporting waste by entering into bilateral agreements with countries.

"Each of amendments must be voted on"

However, for these amendments to be incorporated into the Directive, each one must be voted on in the Parliament and passed with a majority of 260 votes.

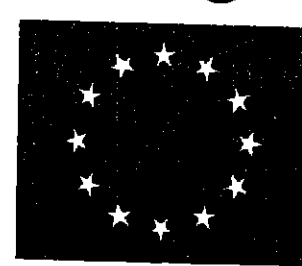
James Devereux of Inepen says, "We think that the common position is where it should be and the MEPs should not push up the targets

from where the Council of Ministers put them. A 25 per cent recycling target per material is nearly impossible. The targets should be obtainable not aspirational."

Equally the Alliance of Beverage Cartons and the Environment (ACE) is opposed to the reintroduction of a rigid waste management hierarchy. ACE director general Lyn Trysman-Gray says: "Arbitrarily discriminating against one recovery method or in favour of another makes neither environmental nor economic sense."

"The recognition that different waste management options are equivalent will protect the free movement of packed goods in the Single Market from disruption by uncoordinated or discriminatory national programmes," says Ms Trysman-Gray.

Under the new procedures,



should any amendments be passed which are not acceptable to the Council of Ministers, which is said to be likely, MEPs will be able to force the Council of Ministers to reconsider their position.

A conciliation committee, comprising 12 MEPs and 12 representatives chosen by the Council of Ministers, will then be set up. Within 6 weeks of its first meeting the committee must reach a majority position. This then becomes law.

Failure to do so means that the entire Directive is thrown out and the process starts all over again!

Free of fuss, frills and pvdc



Pvdc-free packaging produced by Parkside Flexible in 7 colour flexo print for Bole's cereal range

Four pvdc-free material packs have been seven colour flexo printed for Bole's latest breakfast cereals to meet the environmental concerns of consumers in Denmark.

The packaging specification was drawn up to suit the growing quality conscious Scandinavian consumer who is said to demand high specification products in a 'fuss and frill-free' format.

The material uses pvdc-free cellulose laminated to white polythene to meet these demands, and is printed seven colour flexo by Parkside Flexible Packaging Ltd (17 Parkside Lane, Leeds LS11 5TF - tel: 0532 713963, fax: 703540).

Parkside used its Starflex flexo press at its Normanton factory to achieve the quality printing, said to show the illustrations and branding.

For further information call 0839 772268

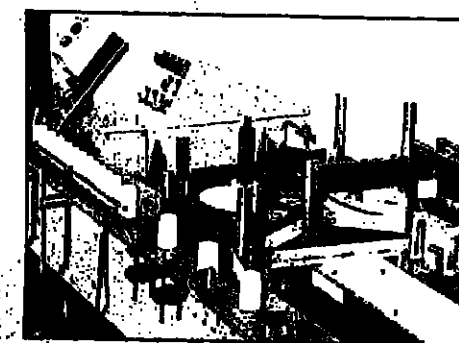
Anne Connolly of Interger Beauty Products in Eastbourne is the lucky winner of the AMK Plastics/Packaging News New Year Competition (solutions shown in cartoon below).

Ms Connolly was chosen from the many entries received by *Packaging News* and wins herself a luxury weekend break at the Miskin Manor Country House Hotel. We all hope she enjoys her stay.

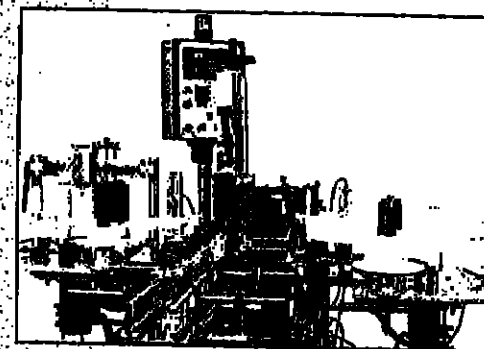


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PACKAGING NEWS/APRIL 1994

Divisionless casing will achieve savings

Materials savings of 15 per cent and labour savings of 10 per cent, running to millions of pounds, will be achieved through changing to divisionless casing for transporting Showerings/Grants of Ireland's Carolans Irish cream liqueur and cider.

"With a premium product such as cream liqueur, quality delivery on arrival is important. However, the bottle scuffing experienced is acceptable, in comparison to the savings made," Anthony Fitzgerald, packaging technologist at Showerings, tells *PN*.

Two Italian Baumer wrap-around machines have been purchased, and commissioning will start in May and June.

Payback is expected within a year to 18 months, says Mr Fitzgerald. The move to wrap around cases has been taken following extensive testing to ensure that excessive damage to either the label or the bottle does not occur.

A tighter case

"We will achieve a tighter, more compact case and will be able to increase our payload on pallets and containers," says Mr Fitzgerald. Fortunately the redesign of the bottle several years ago, which involved tapering the label so that there is no contact point, means that additional alterations do not now need to be made to the bottle.

Dairy conveyor blocks detected

Immediate detection of the type of conveyor blockage which puts milk carton seals under pressure, and can later cause leakers, is helping a major dairy cut product complaints from consumers.

Essex-based Lord Rayleigh's Dairies has installed conveying from BWI Dawson Filling, Cleaning and Handling Systems. Cartons run between filling with fresh milk and packing for transit on a conveyor which itself rests on an air cushion. If carton congestion occurs or a stoppage occurs on a down-line machine, a plc detects the blockage and automatically deflates the air cushion, stopping the line until it is cleared.

Pressure on seals caused by carton build-up is frequently responsible for causing capillary action which, although at first not detectable, may allow milk to seep into the area and form a leak perhaps 12 hours after filling.

Although the problem is a familiar one for dairies, this is the first solution of its kind in the UK for a carton system.

"Average industry production wastage due to carton damage is running at around 1.5 per cent, no matter the size of the operation,"

says the dairy's chief executive, David Postgate.

Air bags are in 1m sections, and when the line is started up after a stoppage these inflate immediately but in sequence, drawing gaps between groups of cartons, Dawson and Bob Porter tells *PN*.

Efficiency levels as well as the quality of finished product have been improved as a result of introducing the system, says Mr Postgate. Opti-

mum capacity at the dairy now averages 21,000 pint units an hour.

According to Dawson (Stephenson Way, Thetford, Norfolk IP24 3RU - tel: 0842 753505, fax: 753508) this solution is applicable to any conveying system involving fragile, irregularly-shaped or high value products, but milk cartoning is clearly a major target.

The installation represents an investment of over a quarter of a million pounds for the dairy, and is one of a number of improvements being made. Lord Rayleigh supplies many of the major retailers. It also supplies independent outlets, hospitals, schools and 4000 homes with doorstep deliveries. Capacity is 750,000 gallons a week.

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Lord Rayleigh's milk carton conveyor

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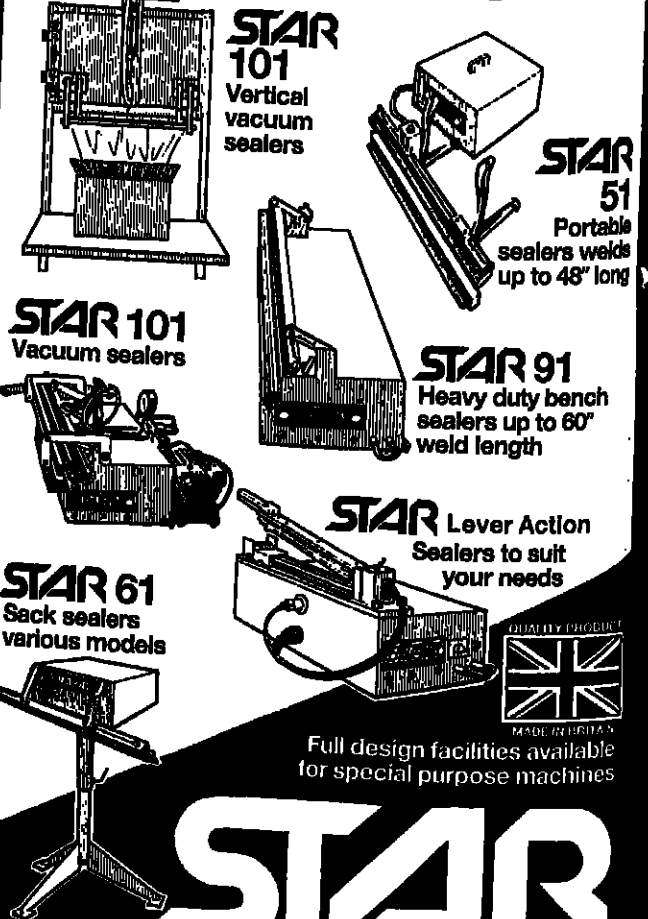
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PN scoops six awards

Packaging News won Newspaper of the Year in the 1993 Maclean Hunter Editorial Awards last month, among six prizes attained. This award, for best complete issue, was gained for the May 1993, interpack special edition. First prize in the best cover (newspaper format) was also awarded, this time for September 1993. Production editor Frances

Gapper took top honours in the production category and Editor Gail Lea was runner up in the best full length feature article category. In the sales section of the event, David Chadd, advertisement manager, was placed second in the sales league and Julian Maddocks, group publisher, accepted an award in the Maclean Hunter titles over-budget category.

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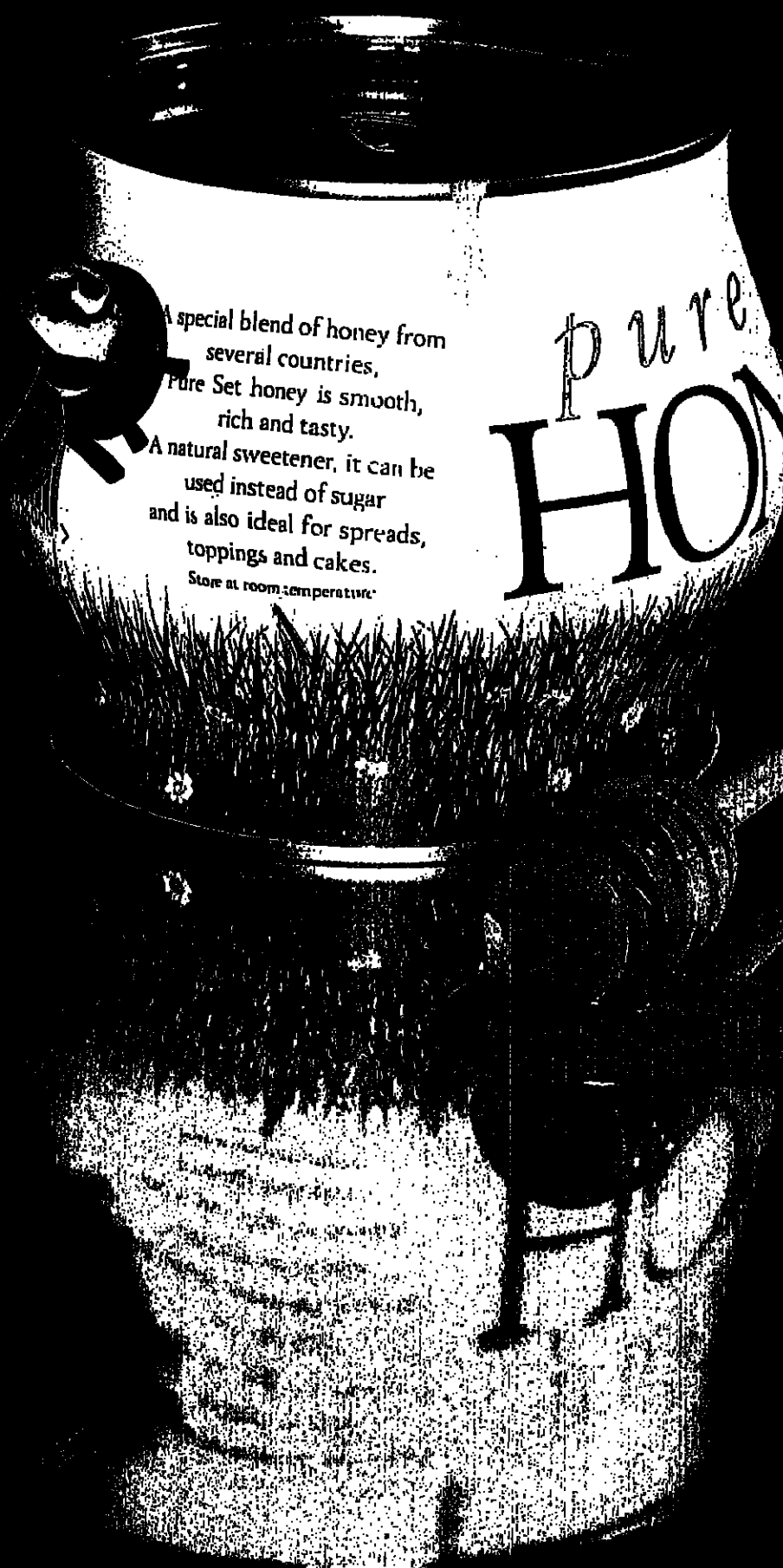
Francisco Serrano, Marketing Manager, CarnaudMetalbox plc, Foodcan Group.
Telephone (0905) 762323.
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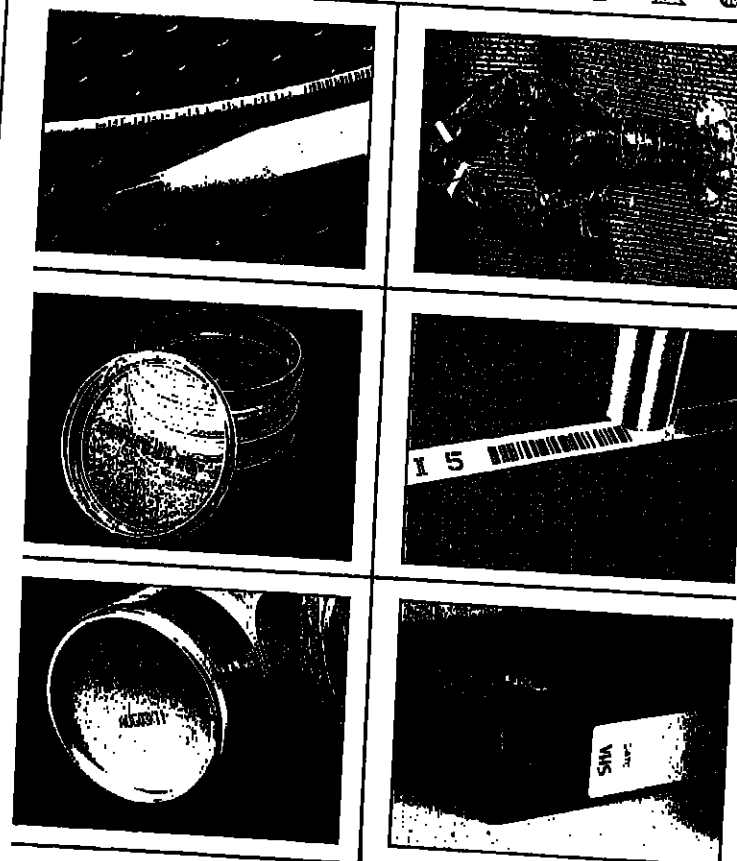
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Energy-saving adhesive stops burns and fumes

Application temperatures for hot melt adhesives have been brought down from 180deg C to between 90 and 120deg C with the creation of an adhesive - Warm Melt.

Datac, tells PN that they have products at a development stage for use on other substrates such as pp, pet and paper labels. Tests are already underway on pet bottles and

used on existing equipment. Malcolm Smith sales and marketing manager says this was part of the brief so there will not be associated capital costs when changing to warm melt.

Among the suppliers which tested the product, are Field Packaging Systems distributors of the Schubert SKA carton erector, and Newton Kyme Board Mill Ltd for low application temperatures of grease freeze board at -40deg C.

Mr Mitchell research and development manager at Stora Billerud says: "The Datac 8004 is the first melt with which we have been able to achieve excellent bond results at 120deg C and the adhesive has been suc-

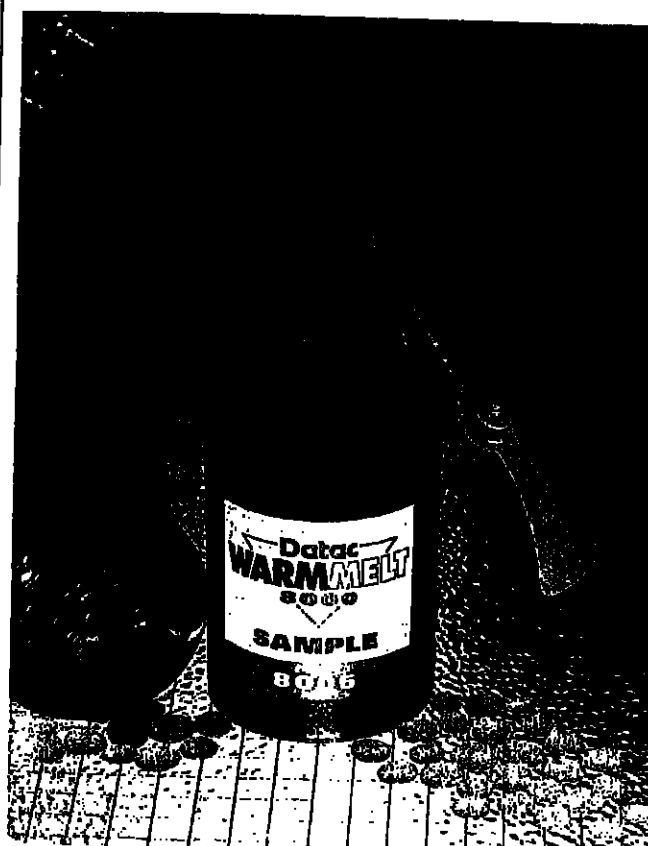
cessfully run as low as 112deg C. Softening point is 98deg C and there is no thermal bond degradation up to 60 deg C."

Warm melt is made using specially developed polymers and resins. The company has been able to lower the temperature by the near elimination of the unusable plastic phase of the adhesive, while retaining the same open time and softening point time.

Virtually odour free

The adhesives are expected to satisfy all applications for hot melt products in cartons, trays, outer casings and labelling markets, including the food and confectionery industry. They are virtually odour free and include a range of setting speeds from two to eight seconds. At present, they will be sold at a small premium to the existing hot melt products.

For further information K4 Call for details 0839 772268



Warm Melt adhesive: for use on carton or paper board substrates

Developed by Datac Adhesives Ltd, it offers energy savings, and overcomes problems such as instability, charring and noxious fumes. Currently only five adhesives are available in this range for use on carton or paper board substrate in the packaging and converting industries, says Datac (Globe Lane Industrial Estate, Dukinfield, Cheshire SK16 4XE - tel: 061-339 8400, fax: 061-342 2713).

However, Hocine Dahmane, technical manager at

adhesives should be available within 18 months.

All five adhesives in the Datac Warm Melt 8000 range are said to retain the benefits of their hot melt equivalents such as versatility, fast setting, bond strength and clean running. But they are also said to be virtually fume-free, removing the need for costly extraction equipment and the lower operating temperature greatly reduces the risk of serious burns.

In addition, they can be

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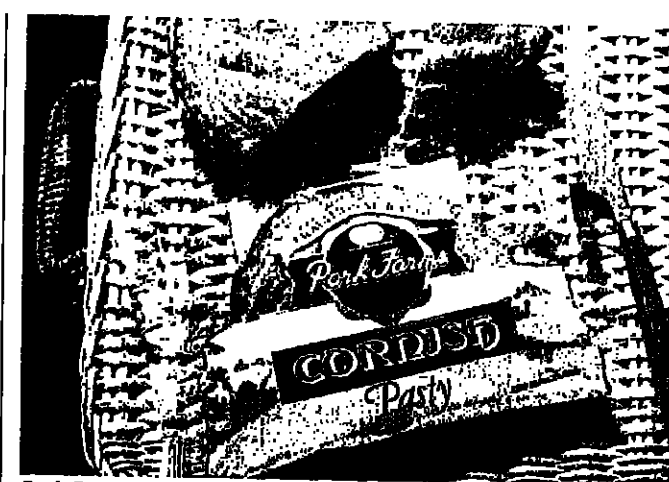
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Pork Farms cellulose overwrapping is now overprinted flexo

Pork pie wrap goes flexo

All overwrapping for 'Pork Farms' pork pie product range is now overprinted flexo, following moves in this area away from the gravure process.

Cellulose film for three of its leading products - pork pies, Cornish pasties and

sausage rolls - is now supplied and printed by Sidlaw Packaging - Falcon (Orleans Close, Four Pools Industrial Estate, Liversham, Worcs WR11 6LA - tel: 0386 45925, fax: 41114).

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Waste management licensing may double landfill gate prices

"Landfill gate prices should double after waste management licensing is introduced on May 1," says Steve Webb, policy director of the National Association of Waste Disposal Contractors (Nawdc).

Nawdc believes the Department of Environment has seriously underestimated the financial consequences for householders and industry of the new waste management licensing system.

In Nawdc's view, the additional costs for the country as a whole are likely to be in the order of £450-500 million a year, implying an increase of

£4-5 a tonne on gate prices as opposed to the £0.8 quoted as the government's aim.

"Such sums can clearly not be absorbed by the industry which over the next few years will need to generate very substantial capital sums to meet its obligations. The increases will necessarily be passed on to industry, commerce and local authorities," says Mr Webb.

These sums do not include the proposed landfill levy (see PN January 1994). Indecision on the government's part means that no formal position has been taken as to whether it is to go ahead.

Colour change inking addition

An addition to the Linx Mar-que range, thermochromic inks which undergo permanent colour change when subjected to wet heat, has been developed by continuous inkjet printing manufacturer, Linx Printing Technologies.

According to the company, the fast drying inks also have good adhesive qualities which make them well suited for use on food canning lines.

The inks provide an indelible indication of process status and allow line operators to carry out on line quality checks, as processed and unprocessed cans can instantly be differentiated by the contrasting colours of the inks.

"If there is a failure of equipment in the canning production line, smaller consignments or single unprocessed cans often slip through unnoticed," says Lorena McAvoy of Linx (Burrell Road, St Ives,

Huntingdon, Cambs PE17 4LE - tel: 0480 300755, fax: 495093).

"Using a thermochromic ink would enable these cans to be quickly and easily recognised as the ink on unprocessed cans would remain black, while processed cans would appear with a typically blue or red image," says Ms McAvoy.

Linx thermochromic inks offer an irreversible colour change from black to either blue or red, which occurs after the can has been subjected to a temperature of 115deg C for a minimum of 20 minutes.

Due to their adhesive properties, the inks are able to penetrate the lacquer that protects cans, which also makes them suitable for use with different types of dry applications, such as plastics and glass which do not require colour change.

For further information K4 Call for details 0839 772268



Linx thermochromic ink: changes colour from black to blue or red

Recoup sets high plastics collection target

The projected increase for collected material via Recoup assisted schemes is 7500 tonnes of baled bottles a year by the end of 1996, based on the current support of members and sponsors and the existing market prices.

So said chairman of Recoup (Recycling of used plastics containers), Mike Barney of Elida Gibbs Ltd at a general meeting held last month which was attended by representatives from industry and local authorities.

Indeed, given an increase in membership and sponsorship of around £200,000 per annum, it was expected that this figure could be raised to 12500 tonnes by the end of 1996.

The meeting also heard an

overview of achievements in 1993 which saw a 50 per cent growth of plastics bottle recycling levels to 3150 tonnes. Eight new bottle recovery schemes has been set up and a further £100,000 investment in three Material Reclamation Facilities (MRFs) is planned.

Working through partnerships is said to be the key to Recoup's success, and 96 local authorities now offer facilities with a further 30 working towards schemes.

Investment in the MRFs will create greater capacity for material handling and segregation of bottles by polymer type to market requirement. This development of collection infrastructure is essential, explains John Simmons, managing direc-

tor of Recoup (9 Metro Centre, Welbeck Way, Woodston, Peterborough PE2 7WH - tel: 0733 390021, fax: 390031).

"There is a very strong demand for pet and pvc, and a steady demand for pe bottles," said Mr Simmons.



A local authority perspective on the practical implementation of recovery schemes and on the recently published Producer Industry Responsibility Group (PRG) plan was presented to the meeting by Philip Oliver, director of housing and environmental affairs at Adur District Council and also a

member of the PRG's Collection and Sorting Committee.

While welcoming the plan in principle, Mr Oliver hoped it would be flexible enough to adapt to changing circumstances.

In conclusion, chairman Mr Barney talked of the real and immediate challenges to be overcome to ensure that bottle recovery levels are maintained and continue to grow. "We would encourage others in the industry to support and help build upon Recoup's successful activities."

An information digest covering the economics of plastics bottle collection and handling is now available from Recoup free of charge.

For further information K4 Call for details 0839 772268

Overwrap: the price is right

Wyeth Laboratories has installed its sixth Marden Edwards overwrapping machine in the space of a year for the automatic collation and overwrapping of a range of pharmaceutical products. Peter Redmond pharmaceutical engineering manager at Wyeth tells *Packaging News*, "They are ideal for the job, do exactly what we want, are British made and the price was right."

The order involved five side feed BX125SF/8 machines for

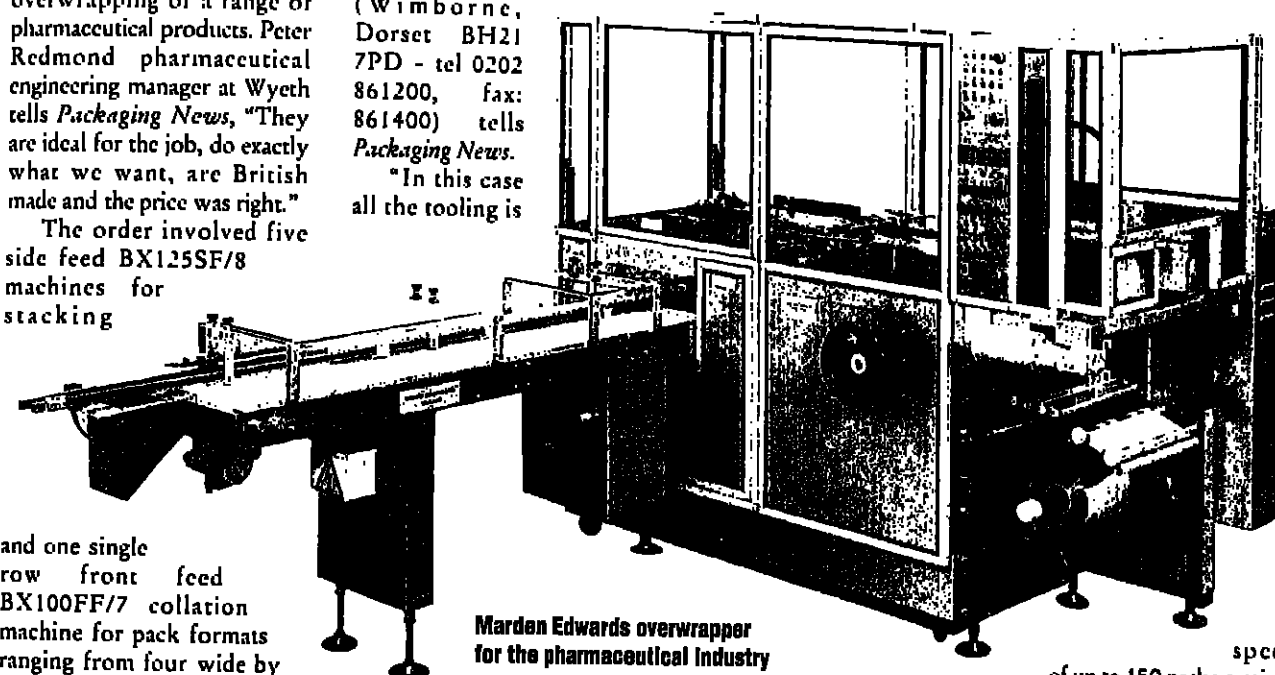
were the first BXs and involved innovation in the fast changeover of parts. Jeremy Marden sales director at Marden Edwards

(Wimborne, Dorset BH21 7PD - tel 0202 861200, fax: 861400) tells *Packaging News*.

"In this case all the tooling is

One advantage to this is that when the machine starts running after the changeover, there is very little time spent

40 different pack collations of tubes, blister and bottled liquids all in cartoned packs," says Mr Redmond. Line



Marden Edwards overwrapper for the pharmaceutical industry

and one single row front feed BX100FF/7 collation machine for pack formats ranging from four wide by three high to one pack wide and five pack high. The format for the front feed collation was one wide by six deep.

These machines for Wyeth

quick release so that when the machine is changed over, the old tooling snaps off and new tooling snaps back on."

running up into production making the necessary small adjustments to ensure tooling is set correctly.

"We currently handle some

of up to 150 packs a minute are being achieved, with a considerable reduction in changeover times.

For further information K4 Call for details 0839 772268

Rectangular revolution

Rectangular pp and pe containers in 2.5 through 33 litres are to be manufactured by HK Plastics. To date the company has only produced round shaped containers. The move into rectangular has resulted in an investment of £5 million, a move to new premises in Runcorn and additional injection blow moulding machinery.

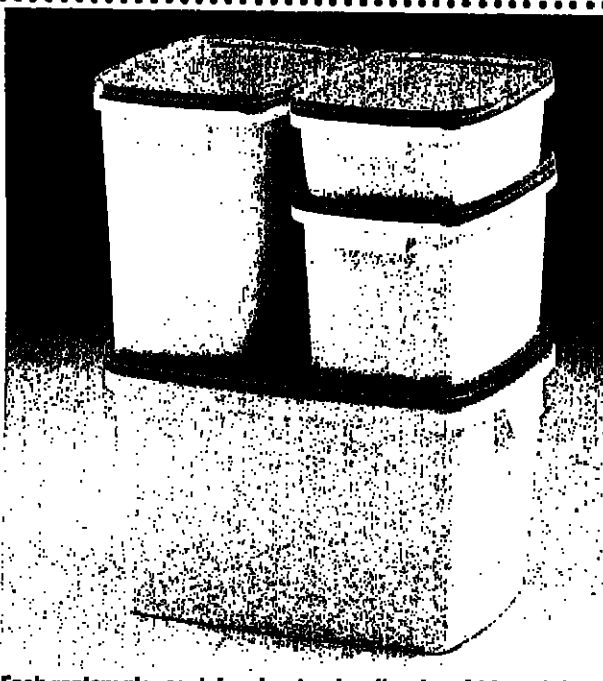
The containers will have two handles, which are bought in and fitted to the containers. "No-one else in the UK provides these sizes in rectangular. The additional benefit is that they fit onto pallets, and unlike the round tubs a number of differing sizes will fit into the same pallet," says Mr ter Elst,

HK Plastics (6/7 Boleyn Court, Tudor Road, Manor Park, Runcorn, Cheshire WA7 1SR - tel: 0928 57499, fax: 579477).

Initially 3, 6, 10, 16, 20 and 25 litre sizes will be produced with the 12 and 33 to be commissioned shortly afterwards. In addition, the company has bought an 8 colour printer from US manufacturer Cone Equipment, capable of printing large rectangular circumferences.

Only three other machines of this type are in existence. The printer is able to print all container sizes produced by HK Plastics thereby reducing costs, says Mr ter Elst.

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The Hittpac AKH 051GV can fill six different flavours simultaneously at 1600 six-packs an hour

Rotary filler installation adds yoghurt capacity

Bridge Farm Dairies is to install an additional six-pack Hittpac rotary filling machine at its Mildenhall, Suffolk dairy, following the success of the four-pack machine installed last summer.

The move is said to greatly increase Bridge Farm's capability to supply yoghurt in several formats to its key markets. The six-pack equipment has been purchased from Corpo-

rate Packaging, as has the four-pack machine, originally supplied on a rental basis.

"Since we rented the original Hittpac, we have found it suits our needs perfectly, particularly in terms of the increased flexibility which the use of pre-made multipacks gives us over a form, fill and seal system," says Mike Newitt, chief executive of Bridge Farm.

"The decision to buy both of these machines also demonstrates to our own customers how determined we are to give them the best service available." The Hittpac AKH 051GV will be supplied next month by sole UK agent Corporate Packaging (Royal Oak House, Crondall, Farnham, Surrey GU10 5RL - tel: 0252 850618, fax: 850158). It is capable of filling six different

Hittpac AKH 051GV rotary filling machine

flavours simultaneously. Both machines give Bridge Farm the option of adding a pre-fill station for fruit on the bottom of desserts, says the company.

For further information K4 103 Call for details 0839 772268

Labelling export contract

An export contract to supply two of the latest 5FL/EXP pharmaceutical labelling systems has been successfully completed for Israel's largest pharmaceutical company, Teva Pharmaceutical Industries by Newman Labelling Machines Ltd.

Both of the machines are designed to label a range of 20 different sizes of 'Securitainer'

and other plastics bottles.

One unit was supplied via Swiftpack Automation as part of a turnkey packaging line project while the second was installed on an existing line, and supplied direct from Newman (Queens Road, Barnet, Herts EN5 4DL - tel: 081-440 0044, fax: 081-449 2890).

For further information K4 102 Call for details 0839 772268

Ringpull pet food tins - ridiculous!

Dear Editor
Every month you feature new packaging ideas, but isn't it time for some feedback?

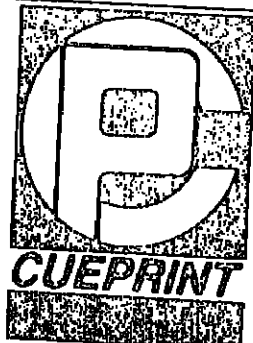
The corned beef tin never appears in your pages - nor is it likely to. It's dangerous, badly-designed, and long overdue for the scrapheap. Blister packs: dreamt up by someone who thinks they have to survive a 500 mile test trip down the Colorado River. So they easily pass the test of a malicious attack by an angry human being.

Paint tins: I find over 300 words in a space 80 x 50mm, in letters less than 1mm high. All I want to know (without glasses) is do you stir it, and do you clean the brushes in water or white spirit.

Ring pull pet food tins: ridiculous! Some of them need the kind of strong thumb only possessed by a male under thirty.

But please, Ms Editor, is there a Packaging Users Council? And can I join?
Ivor Williams
Okehampton, Devon.

The Packaging Standards Council receives and investigates complaints against packaging and can be contacted on tel: 0438 798589 - Ed.



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Providing professional status

In 1947 a group of servicemen from the Royal Army Ordnance Corps formed the Institute of Packaging (IOP) with aims to provide professional status to individuals working within the industry.

Back row, left to right: Jim McDermott, head of training, Val Buffey, company secretary, Gerry Barragan, chief executive, Pam Creed, conference and facilities manager, Lynda Travis, membership and competitions executive, Alex Bowlewicz, overseas exhibitions co-ordinator. Seated: Sharon Fitton, short courses administrator and Moira Hart, marketing and membership manager



Although not strictly a trade association, the Institute of Packaging offers its members and non-members many different facilities, ranging from training and education, seminars, conferences, overseas exhibition participation, competitions and lots more besides. Gail Lea visited the team at its Sysonby Lodge headquarters.

Co-incidentally, the current chief executive, Gerry Barragan was head of the Royal Army Ordnance Corps until taking up his post with the IOP six years ago. In the army Mr Barragan had executive control of a worldwide supply organisation with an inventory value approaching £3 billion.

When asked of his impact on the 47-year-old IOP, he says that he hopes to have put the organisation on a more business-like footing. "We

have spent a lot of time and effort making the institute more focused in the services it offers which should now be more effective for both members and non-members.

"In May, we will be furthering this cause by changing our structure," he explains.

Currently there is a Board of Directors (responsible for finance and the legal side) and a National Council (responsible for policy and membership representation). Both are elected by the membership, but until now have held separate meetings.

From next month, there will be just one National Council which will include Trustees and meet four times a year. "This will sharpen up and quicken the decision making process, which again will mean our membership will be served more effectively," says Mr Barragan.

Aiding the running of the IOP are several committees which meet on average every 2-3 months or when necessary, which all include a member of the full time staff (see photo). These cover subjects such as Membership, Admissions, Conferences, Competitions, Exams and Education.

"The IOP broadened its remit in the early 50s"

After humble beginnings with 150 members attending the first meeting - the IOP broadened its remit in the early 50s by organising education and training courses. Charitable status is afforded to the organisation as these courses are open to members as well as non-members.

Education and training is still the backbone of the organisation today with a much expanded programme in terms of choice of learning formats. These include short courses, workshops and seminars, part time college courses, publications and the IOP Open Learning Course.

Part of the reasoning behind the move from various London offices to its current Melton Mowbray, Leicestershire location in 1984 was to provide a base for the educational side to thrive.

Indeed, in the General Prospectus of 1994, we are reminded of one of the reasons the IOP was established:

"To advance public education and to improve the technology of packaging in all its aspects in particular by advancing the education and training of persons who are engaged in

or interested in the occupation of packing commodities and goods of any kind or nature and the manufacture of packaging materials, packages, machinery or equipment for the benefit of the public."

Jim McDermott calls 1994 the 'back to basics' year for training at the IOP. "Last year we introduced several new subjects and formats of courses but we found that the regular topics are much more popular," he says. "We have now reverted to a standard programme but we also have the resource to stage special events or topics if required."

Courses range from the very basic Introduction to Packaging Materials and Processes right through to the two week Packaging Principles and Practice course which leads to Paper 1 of the Diploma. Courses can, however be tailored to individual companies needs on a wide range of subject matters.

New this year, is a series of modular courses on packaging machinery, which is being run with the PPMA.

"Standards and quality"

A lot of work has gone into the standards and quality of these courses over the last few years with feedback forms now processed on a more objective basis. "Previously we found the feedback forms were more to do with the quality of the speaker, rather than the subject matter," says Mr McDermott.

In charge of marketing and membership of the IOP is Moira Hart who is involved in

recruiting new members as well as maintaining existing ones. Currently the membership numbers 3684 which, having dipped slightly during the recession, is starting to build once again.

There are four stages of membership: Student, Associate, Full and Fellow.

As with most organisations of this nature, branch meetings were a successful forum in the 70s and early 80s, but have declined in popularity during the 90s. This means that the staff at the IOP have to be more proactive about the servicing of its membership.

"Direct mail promotional initiatives"

Various promotional initiatives are taken which include direct mail, Panorama journal and participation at exhibitions.

On the topic of exhibitions, the IOP is the main sponsor of Pakex and gains income for its education fund from this international show every three years.

Conferences and seminars make up another part of the IOP's work - usually around 8-10 a year are run - and can be on any subject relevant to the day. Topics can be suggested by members, outside bodies and can also be co-sponsored with various organisations. As with training courses, non members can participate as they can in overseas exhibitions.

The IOP assists with overseas planning and organisation by obtaining joint venture terms from the Department of

Trade and Industry (DTI), or by arranging independent exhibitor packages with overseas show organisers. By joining a British Group, companies can qualify for up to 50 per cent subsidy for space, design and construction and agreed services.

Another famous facet of the IOP is the competitions it runs: Starpacks, Student Starpacks and Packaging Innovator. Less well known are the secretariats provided for other

Easy open symposium

Under Secretary of State at the Department of the Environment, The Earl of Arran is to make the keynote address at Easy Open, a one day symposium organised by the IOP on April 21. The issue of how to make packaging easy and convenient to open, especially for the increasing number of 'grey' consumers, without compromising security or protectiveness, will be discussed by leading industry and academic speakers. It takes place at the Institute of Mechanical Engineers, Birdcage Walk, London and fees, which include buffet lunch are £80 +vat for IOP members (£85 for non-members). Contact Pam Creed at the IOP (tel: 0684 500055).

Trade and Industry (DTI), or by arranging independent exhibitor packages with overseas show organisers. By joining a British Group, companies can qualify for up to 50 per cent subsidy for space, design and construction and agreed services.

Another famous facet of the IOP is the competitions it runs: Starpacks, Student Starpacks and Packaging Innovator. Less well known are the secretariats provided for other

organisations, namely the Packaging Federation and the Pressure Sensitive Manufacturers Association.

These are just some of the services offered to the packaging industry as a whole, and it should be remembered that these apply to both members and non-members of the IOP.

The IOP is based at Sysonby Lodge, Nottingham Road, Melton Mowbray, Leics LE13 0NU - tel: 0664 500055. fax: 0664 64164.

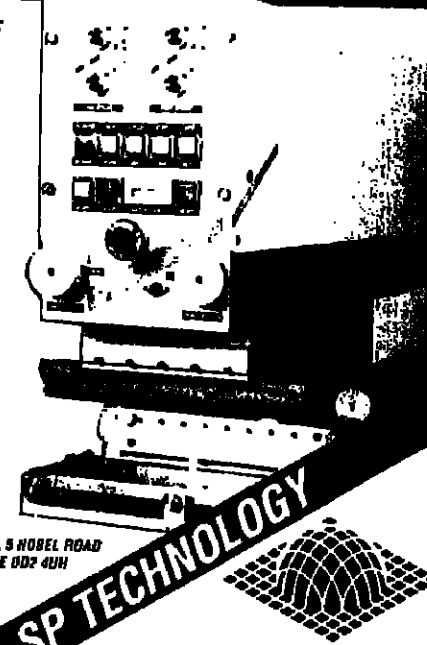
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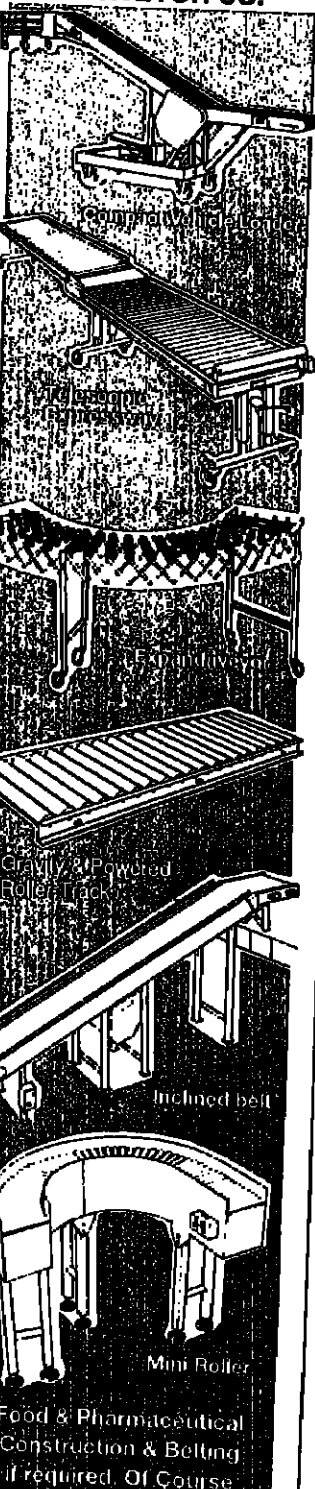
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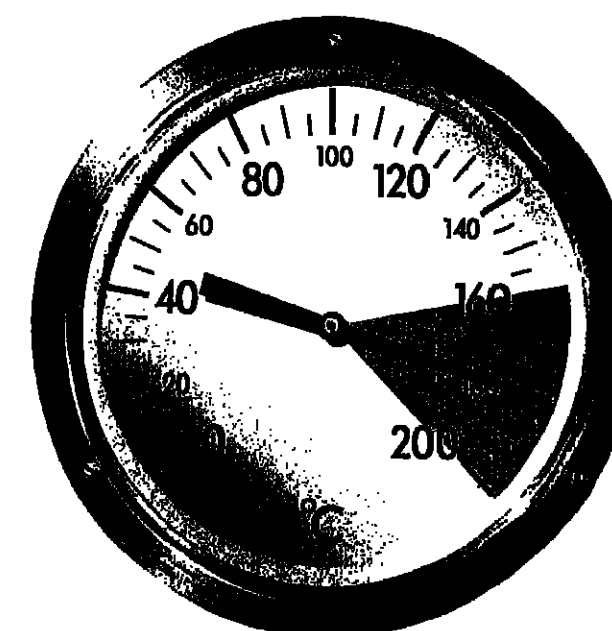


RIVERWOOD MULTIPLE PACKAGING

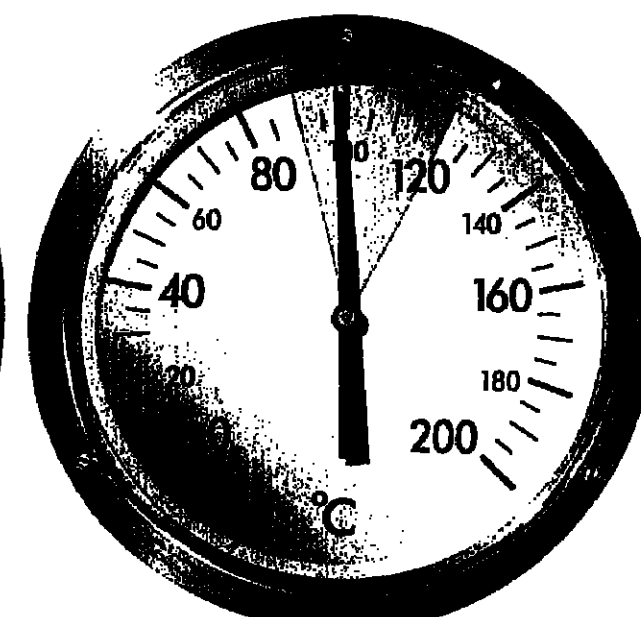
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PACKAGING NEWS/APRIL 1994

How often is wet strength an inherent property?

Wet strength is an essential property for all packaging likely to be exposed to wet or moist conditions.

Put your hand on your heart and answer honestly – how often is packaging subjected to moisture? We all know that all packaging is affected to a greater or lesser extent by moisture somewhere along the line.

Of course, there are numerous ways in which packaging can be made moisture-resistant. The trouble is that these methods usually also render it unsuitable for 100% recycling.

The ideal solution would be if the packaging material were naturally moisture-resistant.

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At the beginning of 1994, FRÖVI became a member of the AssiDomän group – one of Europe's leading concerns in the forest products industry and a major supplier of packaging and packaging raw materials.

FRÖVI is the central company in the AssiDomän Carton business area and, with the resources of a large group behind it, is now even better placed to help its customers create packaging solutions in line with the new simple-packaging policy widely adopted in Europe.

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Spout aids pouring of chilled juices

Gerber Foods International Ltd is to repackage its redesigned Sunpride range of chilled juices in a Tetra Rex with spout carton. This is the UK launch of the pack.

It offers easier opening, improved pouring and is recloseable and tamper evident. Another advantage is that it is suitable for juice with particulates as it can be shaken between servings.

Tetra Pak's (1 Long Walk Road, Stockley Park, Uxbridge UB11 1DL - tel: 0895 868000, fax: 868001) Tetra Rex with spout carton is a gable top with a plastic spout fitted in ready-to-use position on one side of the top of the carton.

Gerber Foods manufacturer



Tetra Rex carton with spout

ing is the first UK producer to install the equipment to produce this latest carton technology. "This is a very exciting new idea in pack design," says Zvi Cohen chairman of Gerber Foods Holdings Ltd.

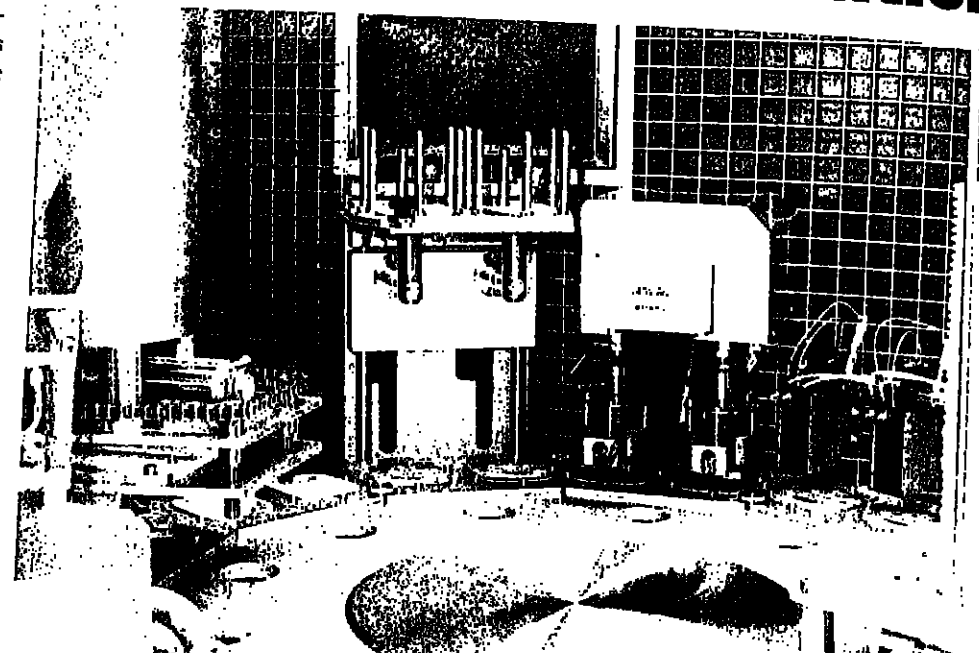
For further information K4 131 Call for details 0839 772268

Pot filling and sealing installation

Product launches and relaunches at Dromona Quality Foods have been supported by the installation of medium throughput pot filling and sealing machines from Regal Packaging.

An RP12/T was supplied formatted for the twin-compartment pot used for Dromona's yoghurt and crumble ranges. Equipment includes a fruit filler, yoghurt filler and dry product filler. Regal claims it is the only company which can supply all three types of filling. The same equipment is able to fill a twin-pot fruit and muesli product.

This is the second Regal machine filling the twin pot yoghurt, and the fifth in all installed by the Northern Ireland food company for its various products. Regal hopes for a further installation soon.



An RP12/T filler and sealer was supplied formatted for the twin-compartment pot that Dromona needed

"The key point in our decision to source from Regal was their ability to supply the complete installation," says Mike Corry, commercial director at Dromona. Apart from the filling equipment itself, Regal sourced the detection and conveying parts of the installation. Sourcing its own dry product feeding equipment would also have been much more costly for the end-user, says Regal.

The machine is said to fill a niche between standard rotary filling machines, operating at around 2000 containers an hour, and high speed 8000-an-hour linear lines. The RP12/T can fill some 4000 pots an hour, says Chris Morfin, sales director at Regal.

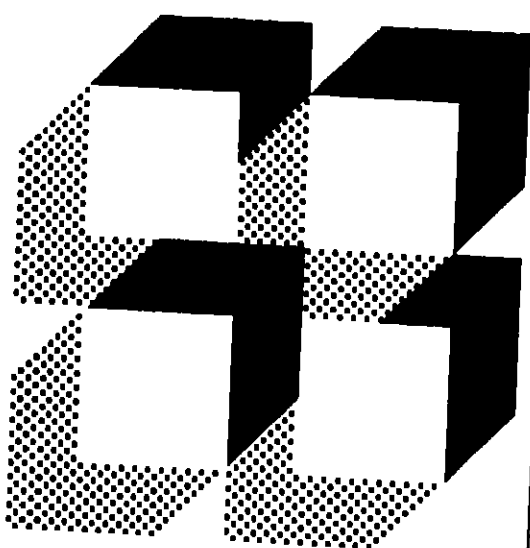
Other products which can be filled on Regal equipment include butter, spreads and margarines. This capability is in line with the increase in concern for product and tamper evident security, says Regal (317 Ropery Road, Gainsborough, Lincs DN27 2TS - tel: 0427 612244, fax: 617797).

According to Mr Morfin, there are few serious contenders in this area in UK machine manufacturing. Although there is competition from Germany, the company says it has the advantage of price. Parallel-sided containers can also be handled by Regal fillers. The modular design keeps changeover times to a minimum.

For further information K4 130 Call for details 0839 772268

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Ink system overcomes coating limits

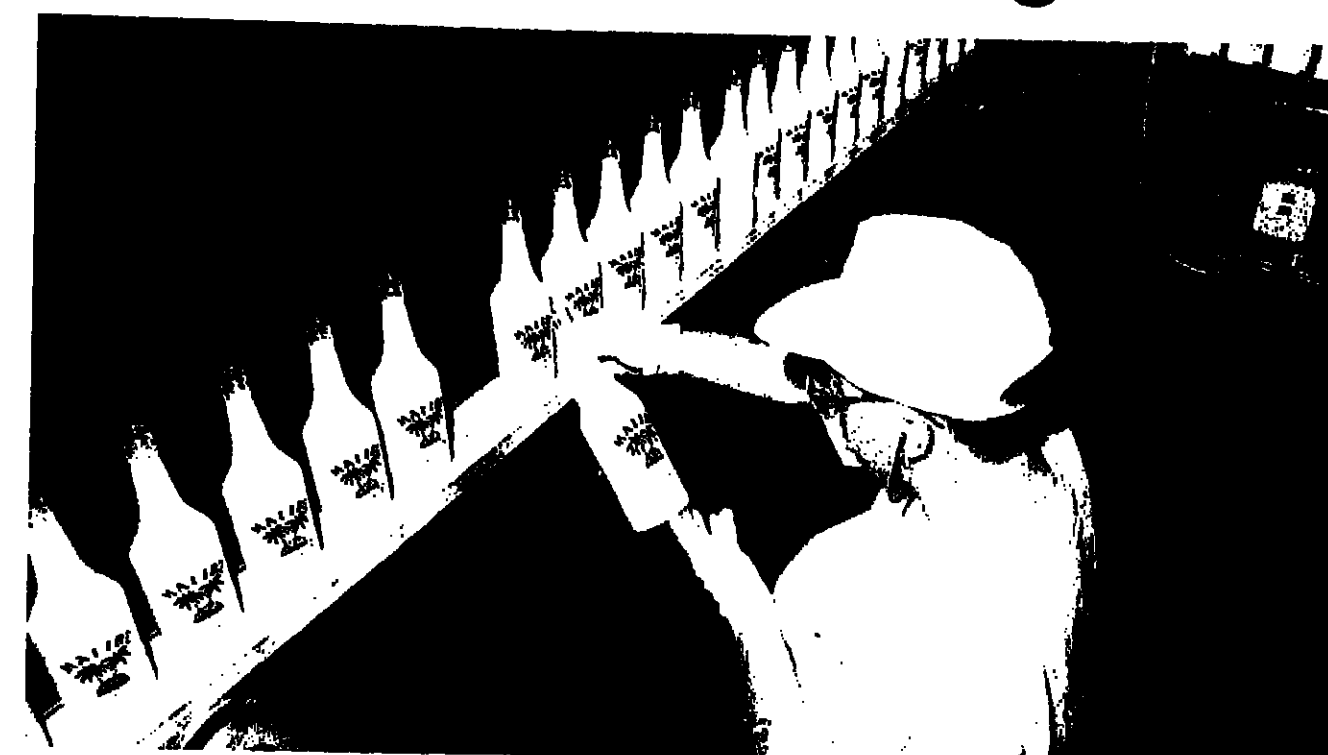
Environmental considerations have been behind International Distillers and Vintner's (IDV) move to test market its Malibu brand of rum with coconut in a coated and printed, rather than an opal glass bottle.

IDV sees benefits in establishing a long term strategy for a fully organic system of product decoration - coating and printing - from both an environmental and recycling point of view, PN is told.

If the performance tests ongoing in the UK market are successful and the bottle is adopted, it will become the first brand to be decorated by the Kaleidoprint system, just launched by PLM Redfearn Ltd. This is a new ink system for applying distinctive colour graphics directly over a decorative coating which overcomes previous limitations when solid colours such as black, yellow or red were used.

The elimination of heavy metals from the ink, coupled with the benefits of recycling of organic coating over opal have prompted this move by IDV marketing, says PLM (Monk Bretton, Barnsley, S Yorks S71 2QS - tel: 0226 710211, fax: 716808).

For Malibu it will add a further dimension to a brand which has been appealing to



the 'fun-loving young' in some 145 countries since its launch in 1980. It is now IDV's fifth best-earning brand, selling 1.3 million cases a year.

It was to satisfy a demand from this 'lifestyle' sector of the beverage industry that PLM has been investing in decorating equipment over the last three years. It was in this context that sales director Chris Scholey and marketing manager Nick Bird addressed the

international 'Lifestyle Drinks for the 90s' conference at the end of last year.

Their presentation described how the glass packaging industry was matching its efforts and investment to meet the lifestyle challenges. "Our commitment to special effects has taken glass packaging right to the centre of lifestyle marketing by giving products with both short and long term cycles more scope for

differentiation through a wider choice of shapes, graphics and colours," said Mr Scholey.

"We are also refining our technology to meet shorter development cycles as well as environmental criteria. Kaleidocoat, for instance, can be applied to as few as 10,000 to 50,000 units for test marketing at a small cost premium compared with bulk quantities.

"We are able to accommodate much shorter concept to

Malibu rum: test marketed in a coated and printed bottle

test market to launch periods, and the ability to recycle all our coated products has further widened the opportunities for brands to take advantage of colouring techniques," adds Mr Bird. "This is one of the main reasons for Malibu's choice to retail with PLM."

For further information K4 101 Call for details 0839 772268

BRIEFLY

NOW AVAILABLE on a ten day free trial from Croner Publications (081-547 3333) is *Hazard Information and Packaging* which provides practical guidance, as well as comprehensive information on the legal requirements of CHIP - the Chemicals (Hazard Information and Packaging) Regulations 1989. It also carries information on the forthcoming changes as the UK harmonises its transport legislation with Europe - CDD-CPL - and can be purchased for £125.10 plus £5.25 p+p.

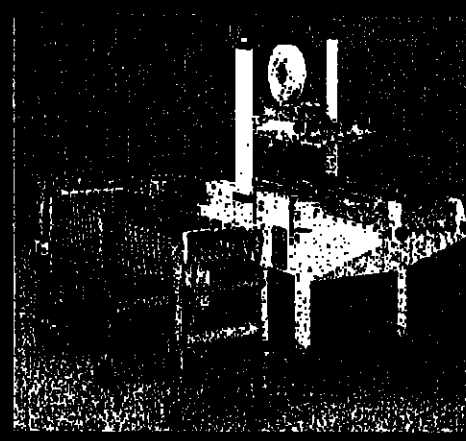
ALLIBERT (0805 795796) has brought the price of plastic pallets down to an all-time low with the launch of its Recypal range. They are dark grey, manufactured from recycled pe and pp household waste.

PEARLESCENT INK printing in a range of standard colours has been introduced by Sessions of York (0904 658224) to manufacture self adhesive labels designed to enhance point of sale product appeal. They are ideal for the cosmetics and toiletries industry.

SYSTEM E CONTROLS LTD, manufacturers of measuring and checking equipment, has moved to larger premises at Upper Grove Street, Leamington Spa, Warwick CV32 6AN - tel: 0926 428259.

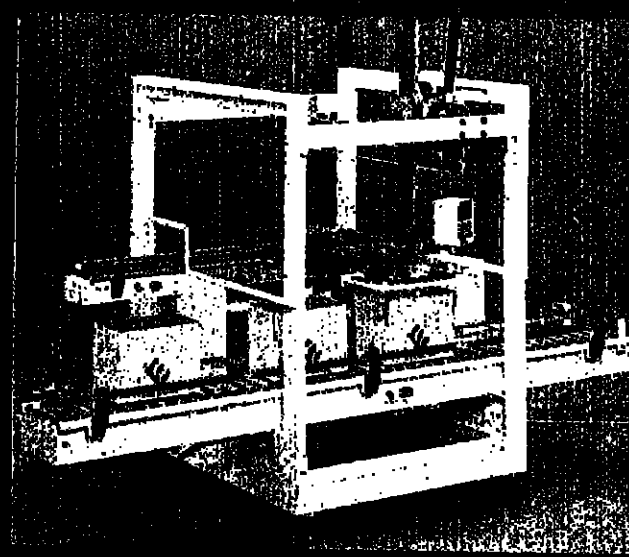
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NEW TECHNOLOGY AND NEW MARKETS! 1958 1959

Conference speakers were urging the packaging industry to actively promote the benefits of packaging products to the consumer as far back as 1958. If this call had been heeded, the industry might not have been playing catch-up in the 1980s and 1990s, reports Gail Lea.

Front page lead in May 1958 was a conference report which urged the packaging industry and the customers of the industry to tell the public about the merits of packaging.

It seems ironic that although this cry for action was generally based on the issue of litter and not attacks from 'greens', it has taken over 30 years for the message to be heard. Imagine if it had been taken to heart and The Packaging Federation set up to commu-



THE SQUEZY WAS SAID TO HAVE OPENED UP A WHOLE NEW MARKET IN MARCH 1958



THE SELF-HEATING CAN WAS LAUNCHED IN NOVEMBER 1958

that over 13 million housewives were seeing their promotional efforts.

As an interesting footnote to this, the very next year it was announced that United Glass was to start manufacturing plastics containers.

Although the industry was already concerned about its image with the public, the environmental debate was far from the Egg Marketing Board's mind as it made the decision to move from wooden boxes for its products. Over 20 million more large one-trip, fibreboard cases will be used, PN predicted.

Another move that was all to do with convenience and selling more product rather than material usage considerations was the launch in March 1959 of three cans of Toby Ale's in a board multipack - or what was called a

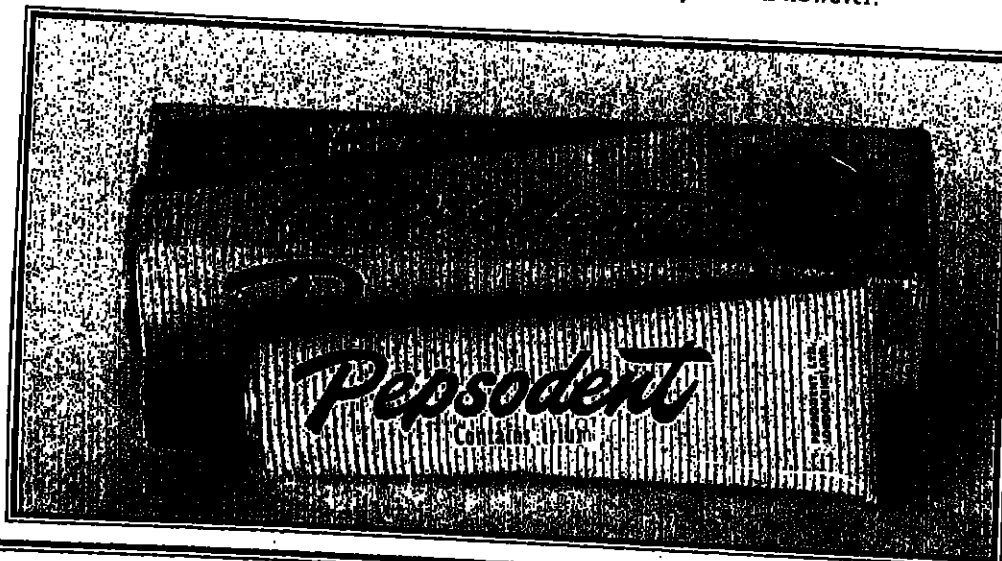
Carrycan. The sleeve, that needed neither glue or staples in its setting up, could be supplied to take cans of 5-16oz.

The increasing role of plastics materials in the packaging of a wide range of products is a theme running throughout the two issues, with material substitution gathering pace.

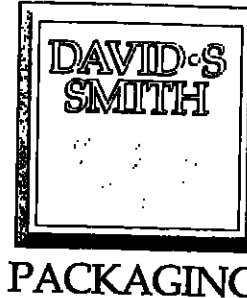
Just one example of this was that of bread packaging. PN reported that several machinery companies were now offering conversion units to allow bread wrapping machines to handle polythene. Waxed paper was not conceding victory to films however.

It wasn't only plastics that were hitting the headlines with a major launch secured for the can market in September 1959. At the Olympia-based packaging exhibition, the Metal Box Co's stand revealed the first cider and the first soft drink to be marketed in the UK in cans. Brands involved were Export Cyder and Suncharm carbonated orange drink. PN reported that "no details are at present available on the kind of lacquering or other internal treatment used."

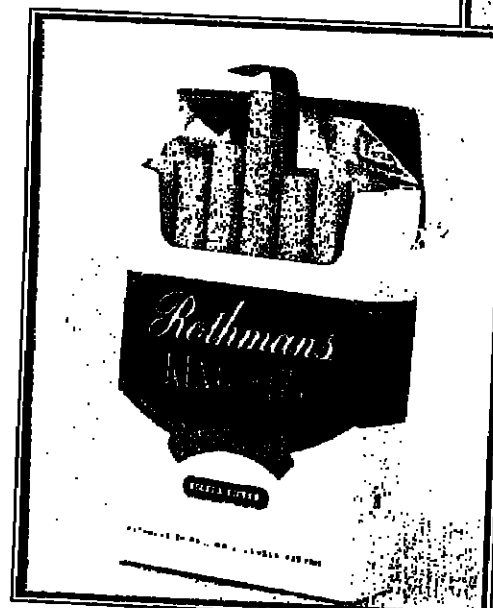
IN NOVEMBER 1958, PACKAGING NEWS CALLED PEPSODENT THE "ULTIMATE IN GIVE-AWAY GIMMICKS"



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WE REPORTED THAT A LIFTING STRIP HAD EASED THE ROTHMANS THREE-ROW CIGARETTE PACK

nicate the benefits of packaging to a wider audience then (see PN - March 94).

As we all know, action on communicating to the public about the £8.5 billion industry only started in earnest in the 80's. And even so, there's still not much tangible success.

There is, however, an exception to every rule, this time in the form of the Glass Container Publicity Committee who were actively selling the benefits of glass packaging directly to the 'housewife' by running full colour advertisements in the consumer press. They even ran adverts about doing this in PN. Under the heading of 'Glass is being brought home to millions of housewives', their adverts that ran throughout 1958 contained the claim



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Some major brands now using Riverwood's Twin-Stack system

Double-stack multipack

A multipack system more commonly used by major brands in the US, will have its first European installation this summer.

The system is called Twin-Stack which can be supplied in one or two tier versions by Riverwood Multiple Packaging (Enfield Road, Fishponds, Bristol BS16 3QB - tel: 0272

585285). Pack configurations range from 9, 12, 15 and 18 in the single version, and 18, 24, 30 and 36 in the two-tier.

This two tier version also offers the opportunity for on-line 'variety pack' applications in one, easy to carry multipack, says the company.

For further information K4-121 Call for details 0839 772268

Bill amendment will help foil copycat designers

Legislation which will clamp down on copycat packaging design, backed by the newly-formed British Producers and Brand Owners Group to safeguard their brand equities from increasing sales of own-label goods, has gone a step further to being enacted.

An amendment on look-alikes to the Trade Marks Bill is being sent for consultation by the government to the independent Standing Committee for Industrial Property.

The Bill had its third and final reading in the House of Lords in March where the amendment was repeatedly tabled with cross party support.

Legal adviser to the group

Paul Walsh tells *PN* that much will depend on the government's decision on whether to accept the principle of the amendment, which aims to tighten up existing legislation, and make it legally actionable to supply any goods with an overall similar appearance to an existing brand.

"Seen as an act of unfair competition"

"It will be construed as an act of unfair competition where the look-alike can cause confusion in origin or is detrimental

to the distinctiveness of the trademark," says Mr Walsh.

"Limited chance"

At present, cases have a limited chance of success, however. "If enacted it would cause quite a lot of design change to current look-alikes and a lot would need to be redesigned or certainly new look-alikes would have to move further away from their current practice," says Mr Walsh.

To date, the government has not said whether it will support the look-alike amendment. But the Group which

includes: Allied-Lyons, Grand Metropolitan, Guinness, Kellogg, Mars, Nestle, Unilever and Procter & Gamble, hopes that following the consultation period it will be introduced by government when the Bill goes to the House of Commons after the Easter break. Were the government not to do so, the Group would be forced to lobby MPs to introduce the amendment independently.

Nestle tells *PN* that it will use the new legislation to push for prosecution: "We are one of a number of companies which are disturbed by the trend towards look-alike products which we feel is confusing the customer as to product identity."

Although the main focus of the look-alike amendment has been between brand names and alleged copycat own-label variants, if passed the proposal would allow anyone to bring a suit which includes one brand name against another.

Gold blocking triumph on antique effect labels

For the launch of Gilbey's Antique Gin, a premium product launched by W & A Gilbey, a set of labels has been supplied by Walsall Litho (PO Box 26, Midland Road, Walsall WS1 3QL - tel: 0992 721272, fax: 720895).

"Walsall has done an extremely good job on the labels. The design is very delicate and therefore quite difficult to reproduce and it was a major challenge to hold the register on the gold blocking," says Jane Merriman brand manager for Gilbey's.

The back, neck and two front labels are produced for wet glue application on Chromolux paper and are litho printed in burgundy, red and black with a gloss and matt varnish. They are gold foil blocked and embossed with the figure



Gilbey's Antique Gin of a dragon-like creature called a wyvern which is also embossed onto the bottle itself. For further information K4-120 Call for details 0839 772268

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Ian Lawson

Ian Lawson has been appointed chief executive of MCG Closures. Mr Lawson was previously managing director of MCG Industries in South Africa. He will retain responsibility for MCG Industries as well as UK and Italian operations. He replaces Mark Brian, who joined MCG Closures in 1992.

Dennis Witchalls has retired as deputy chairman of Newman Labelling Machines, after spending 44 years with the company. He joined the company as a test engineer and rose to become technical director and in turn deputy chairman.

Ian Littler has joined Battenfeld Gloenco Extrusion Systems Ltd at its headquarters in Droitwich to take up the position of sales manager sheet and cast film extrusion systems. Mr Littler will be responsible for Europe, the Middle East and Africa.

Richard Everist has been appointed UK and export sales manager of the Payne Strapping Systems Division of tear tape and strapping manufacturer PP Payne Ltd.

Nick Walters is to join the board of Donprint International following his promotion to finance director after four years with the company as financial controller. Stephen Elliker, former electronics industry business manager, will be Donprint's sales manager.



Steve Hammond

Philip Burnell has been appointed managing director of Bischoff-Klein (UK) Ltd, the flexible packaging company. He replaces Guenter Eichholt. Mr Burnell joined the group in 1978 and has been responsible for a number of packaging companies.

David Marsh has been appointed to the board of Dolphin Packaging plc as managing director.

Peter Ford has joined the board of Assi Pulp and Paper Sales (UK) Ltd.



Dale Hamilton

Dale Hamilton has been appointed managing director of Decorative Sleeves Ltd. He joined the company in 1990 as technical manager and became technical director in 1992.

Bill Ruddock has been made financial director of Meltog Ltd, the West Yorkshire manufacturer of ruling/printing and paper reel to sheet converting machinery.

Phil Beech has been appointed northern European distribution sales manager for Marking Films Division. He was previously general sales manager of Fasson UK Ltd's Marking Films Division.

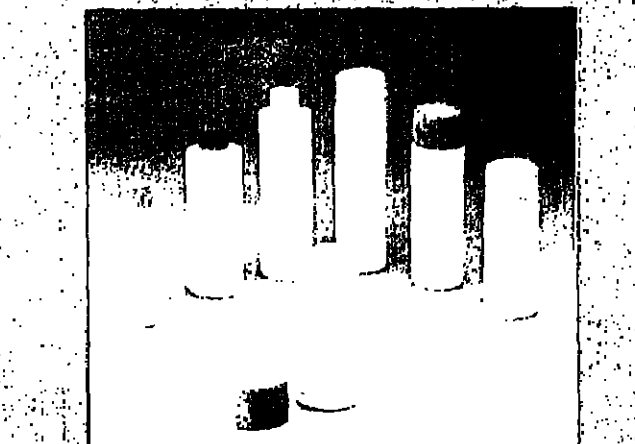
Steve Hammond has been appointed manufacturing and technical director at United Glass (UG). He succeeds Malcolm Griffin, who has been

Arthur Williams has been made marketing manager at Pechiney Packaging Food & General Line. He was previously business development manager at the company.

Colin Boyd has been appointed director of sales for the UK and Ian Ellidge has been appointed director of marketing at Sonoco Industrial Products Division (UK), the manufacturer of consumer packaging products.

Alan Dawes has been appointed works director of Print Design and Graphics Ltd, the UK printed packaging manufacturer. Graham Westcott has been made UK sales manager.

John Quinn has been made marketing manager at Tullis Russell, the Scottish paper and board producer. Mr Quinn was previously with Swedish company Iggesund Paperboard.



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Call on 0839 772268 or circle number K4-451

Smooth paper offers alternative to foil for premium confectionery

An 'extra-smooth' paper that is said by manufacturer, Sappi Specialties to be an ideal replacement of foil laminates in premium confectionery packaging, has just been launched.

Called Unicot Twiswrap, the material combines high surface smoothness - and the high ink lift and gloss that comes as a result - with good deadfold

and wax coating properties.

It joins the range of extra smooth papers now made at Sappi Specialties' Keynsham Mill, the first of which was Unicot Supreme, launched last year for confectionery, sachets and similar form, fill and seal packaging process. These offer an opacity and surface smoothness which, says

sales and marketing director Richard Moyle, was previously unavailable in wrapping papers. "We recognised that surface smoothness, rather than base gloss, is the critical factor governing the ultimate brightness obtained from gravure print," he says.

This work on surface smoothness continues and a range of metallising grades will be launched later this year by the company (Wolvercote Mill, Wolvercote, Oxford OX2 8PZ - tel: 0865 516011). They are currently on trial with converters and end user companies.

For further information K4 128 Call for details 0839 772268



Dragon Plastics' Tampalok tamper evident closure: integral ring is retained by the bottle neck finish

A brighter closure

A tamper evident, child resistant closure for both liquids and solids has been launched by Dragon Plastics Ltd.

Called Tampalok, the closure is currently available in 28mm diameter, with 33 and 38mm sizes to follow. It is a two piece assembly consisting of a white outer cap and red inner with an integral tamper evident ring that is retained by

the bottle neck finish.

It is designed to fit onto a GF304 glass bottle neck finish.

The closure has been tested in filling applications and will be classified by Dragon (Taffs Mead Road, Treforest Industrial Estate, Pontypridd, Mid Glam CF37 5TF - tel: 0443 841341, fax: 841180), as a security product and appropriate systems for batch

accountability are presently being instituted.

Although initially aimed at the pharmaceutical industry - the closure conforms with BS 6652 and ISO 8317 - the company believes Tampalok to be sufficiently cost effective to find other market applications. Indeed, the company has already invested in two Billion Hercule injection moulding machines to increase manufacturing capacity.

For further information K4 129 Call for details 0839 772268

The pallet marker can be written on or have labels stuck to it and is resistant to water, oil and grease

Snugly fitting pallet marker

A pallet marker designed to fit securely around the corner upright of a Euro pallet, but which will also fit others, to help identify stock is now

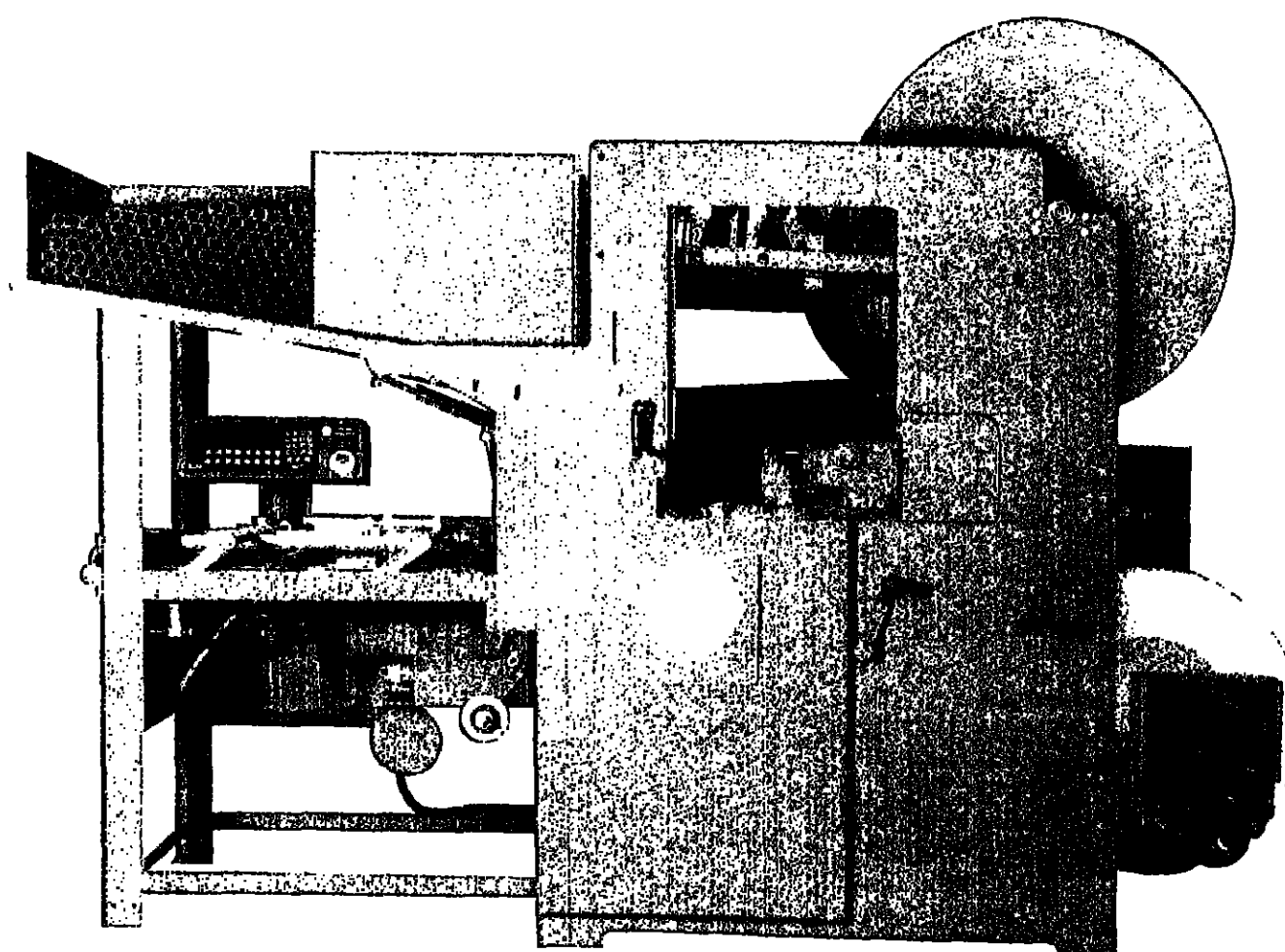
available from Beaverswood Supply Co Ltd.

Manufactured in white pvc, the marker can be written on or labels stuck to it and is resis-

tant to water, oil and grease. They are available at a cost of £59.70 per box of 50 from the company (165 Dukes Ride, Crowthorne, Berks - tel: 0344 761711, fax: 773537).

For further information K4 129 Call for details 0839 772268

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PACKAGING NEWS/APRIL 1994

Optical recognition systems speed quality checks

Pharmaceutical manufacturer Upjohn Ltd is using two Polyphem III optical character recognition (OCR) systems from Lactus Systems as part of a plan to fully automate its production unit handling intramammary infusion animal husbandry products.

The units are verifying text and overprinted information on labels immediately prior to their application to syringes on a line believed to be one of the fastest of its type in the world. This high speed operation meant the Lactus engineers had to modify the units to incorporate two processors and two cameras. These modifications, together with the twin label feed system supplied by Harland Machine Systems, are said to allow virtually uninterrupted production.

"Continuous security"

The Polyphem III assures continuous security during switch over between label heads and is configured so that no downtime is incurred during reel changes, says Lactus (Trinity House, Ermine Business Park, Huntingdon, Cambs PE1N 6YA - tel: 0480 414242, fax: 414220).

Malcolm Buckle, section leader packaging at Upjohn, says that despite the demanding nature of the application, the Polyphem III is performing exceptionally well, with a very low level of spurious rejects.

Upjohn decided to use character verification in preference to

barcode reading for the application because of the higher levels of security afforded by the machine verification of every character. Prior to installation, one in every five products were checked by line operators which meant only 100 packs a minute could be registered.

"200 packs a minute"

"Speeds of two hundred packs a minute have now been achieved," says Mr Buckle, "and we have the added security of knowing that all information on all products we dispatch has been verified. Since the installation we have noticed improvements in our efficiency levels and a significant reduction in label wastage."

In operation, two inspection 'windows' are used, the first for a four digit label code, the second verifying information contained in three lines of print: a five digit lot number, a four digit date of manufacture and a four digit expiry date.

Assuming that the information is verified as correct, the label is applied to the syringe and a luminescence scanner checks that it has indeed been correctly applied. If a bad read for whatever reason is registered, however, the syringe is automatically removed from the line.

The second installation will be on a labeller from Avery.

For further information K4 112 Call for details 0839 772268

Redesign gives instant appeal to poultry range

A complete packaging redesign has combined with Safeway's improvements and extensions to its range of coated processed poultry products to create what is described as instant consumer appeal.

As well as creating this family look, the redesign has allowed improved efficiency while at the same time allowing Safeway's packers to handle the products on their existing automatic equipment at speeds achieved with the previous packs.

Filmco Euroform undertook this project and chose to

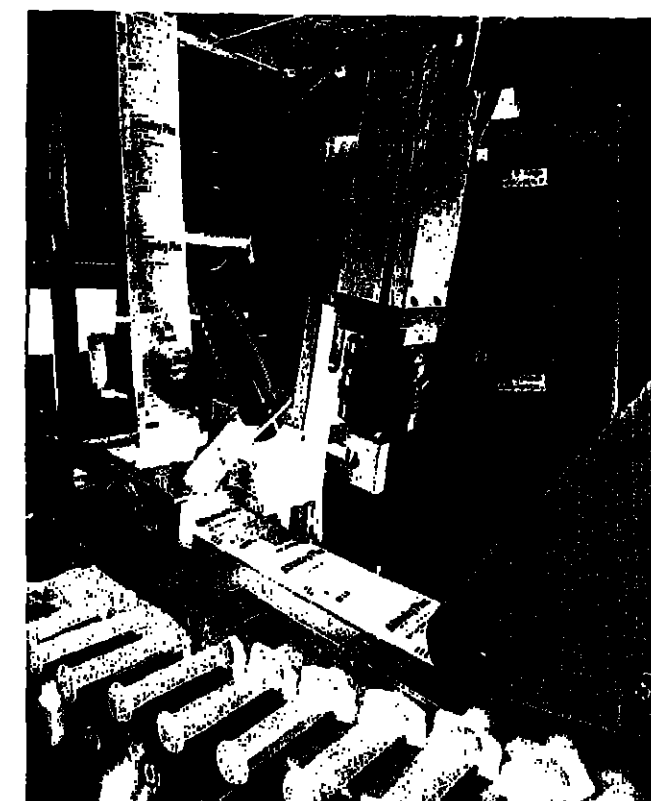
manufacture with a high gloss Hiflex oriented polystyrene in conjunction with a specially formulated colour to act as an effective contrast to the coated products.

The design incorporates a special rib characterisation and a double stacker tray to improve the shelf utilisation, says the company (Salters Lane, Sedgefield, Stockton-on-Tees, Cleveland TS21 3EA - tel: 0740 620751, fax: 213558).

For further information K4 113 Call for details 0839 772268



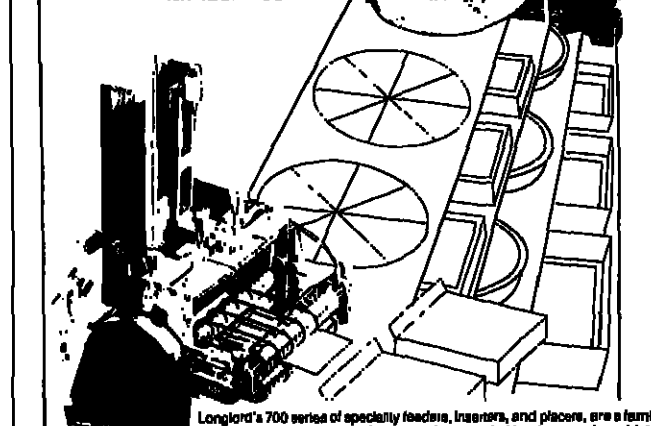
Filmco Euroform used high gloss Hiflex



Lactus's Polyphem III ocr system in operation at Upjohn Ltd, Crawley

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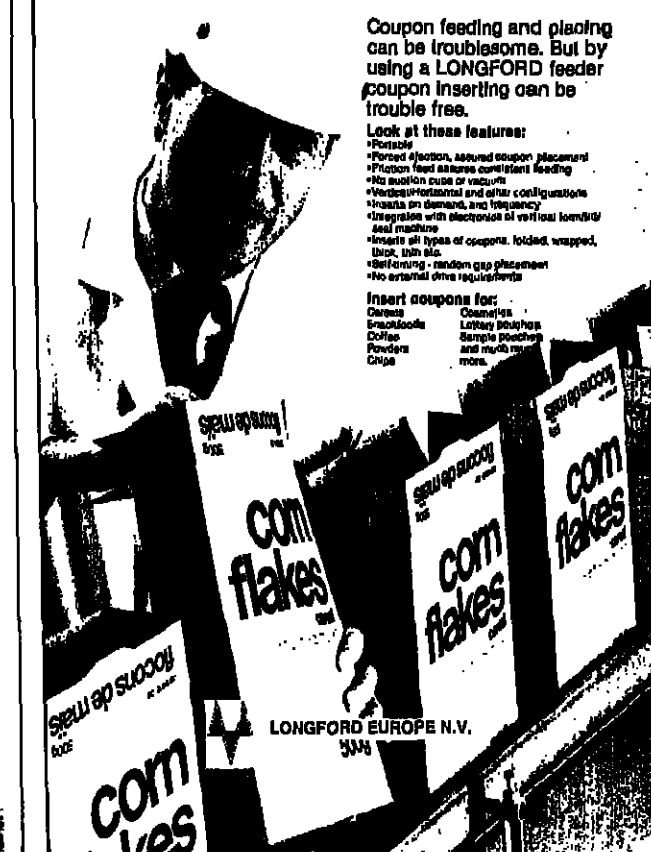
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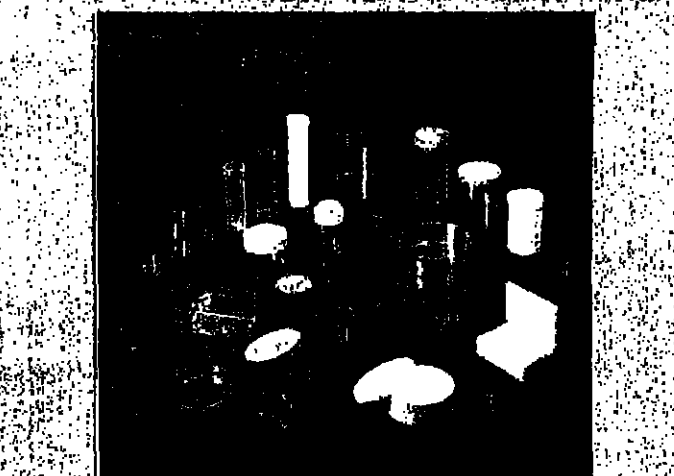
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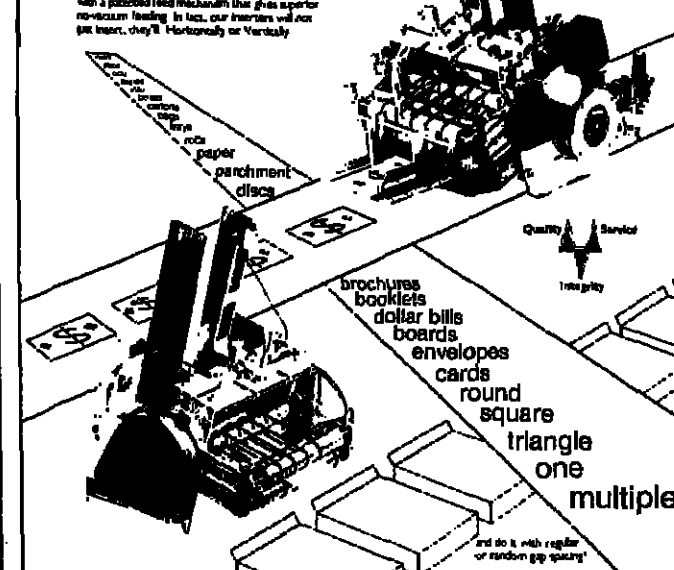
This system is portable and uses the latest in micro-processor controlled logic - not only for communication to the primary system but also to drive air or pulse servo motors. The newest model is user friendly and very versatile.

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1995 at Wembley.

Hdpe bag holds steady

A fast food outlet is expected to be among the first to use an hdpe carrier Saklok, a bag with holes which enables customers to carry square objects such as pizza boxes steady and level, avoiding spillage.

Other uses for the bag which has no corners, include pot plants and cakes since it allows the goods to maintain a horizontal position.

Designed and developed by Sean Mooney, bags have the corners punched out by WBC Packaging Ltd, which is the

exclusive distributor.

Roy Martin general manager at WBC (Roughway Mill, Nr Tonbridge, Kent TN11

For further information
K4 105 0839 772268

9SG - tel: 0732 810811, fax: 810141) tells *Packaging News* that the company

designed the machine, which does around a 100 bags each feed. It also has registered patent applications for the product.

Mr Martin estimates around 20 million bags will be made this year for customers worldwide. The bags have been trialled at garden centres where the bags are said to have been popular with customers because of their simplicity and usefulness.



The Saklok hdpe carrier carries pizza boxes level

Guarding against spills

To meet new MAFF regulations, the growing use of plastic containers, and in order to avoid secondary claims resulting from spilt paints or pesticides from lever lid cans, Pechiney, Thompson Automation Ltd and Brattle Adhesive Materials Ltd, have combined to design a system which prevents accidental spillage by applying special adhesive tape around the lid of the cans, as opposed to metal clips.

Thompson's (tel: 0653 695228, fax: 692426) has designed the machine which can be automatic or manual, free-standing or in line and the

equipment applies the pressure sensitive tape at up to 1200 x 180 mm diameter cans an hour. It accepts cans from 70 mm to 260 mm in diameter and 75 mm to 305 mm in height.

Brattle (tel: 0525 382233, fax: 851324) is providing two types of tape - a standard clear based tape and a specialised white heavy duty can seal tape.

Arthur Williams, marketing manager at Pechiney Packaging Food & General Line (tel: 0582 481717, fax: 25954) says he has been speaking to customers who are pleased that some breakthrough has been made in this area.

Automatic overprinting

Nedata Systems Ltd has replaced its pbos (polythene bag overprinting system) with an automatic overprinter which, with a two-minute tool change, can print on both cartons and polythene bags.

A test machine has been trialled by a customer over the last year and can be fitted with a label applicator, thermal transfer or inkjet printer.

This latest machine allows overprinting on pe bags which have a self seal or drawstring as well as cartons, sleeves, skillets and wallets.

Throughput is variable depending on the size of the

bag or carton. On average pe bags up to 500 x 400 mm can be fed through the machine at around 60 a minute. Cartons or sleeves up to 190 mm reach speeds of 90 a minute. Cartons over 200 mm wide will have a reduced throughput, with a minimum carton size of 130 mm width.

Nedata hot foil overprinter with a 80 x 80 mm print area can be fitted as standard, Keith Stott of Nedata (New Mills, Modbury, Devon PL21 0TP, tel: 0548 830040, fax: 830836) tells *Packaging News*.

For further information
K4 106 0839 772268

Bundling machine for fresh food

Mr Bundle, an adhesive tape bundling machine, has been designed by Jenton International which can be used for taping multipacks in the fresh food industry.

A vacuum holder keeps the tape in place while it is drawn

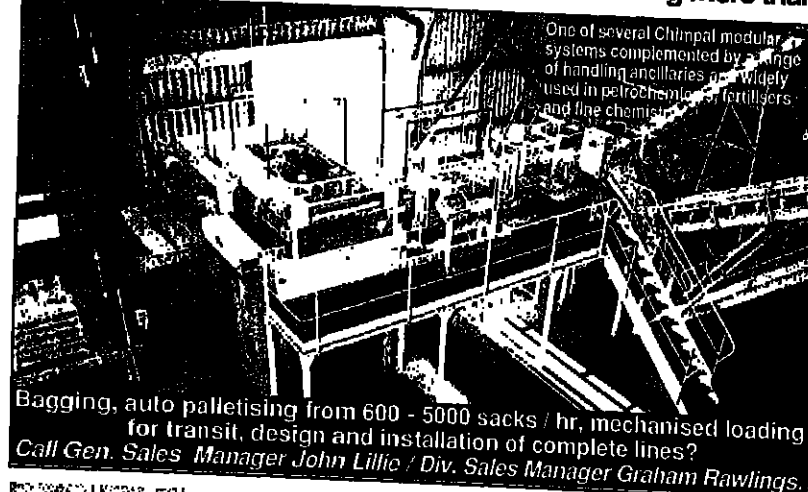
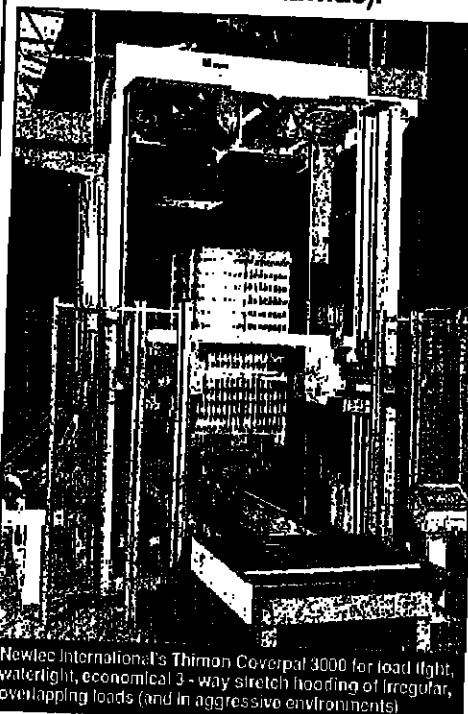
along to the tape cutter where goods are bound. Up to 1000 metres rolls with a maximum width of 2in can be used.

Richard Little sales and marketing manager at Jenton's (tel: 0264 738666, fax: 738552) tells *PN*, "We can take it up to different tape dimensions if required. It's made of stainless steel and air controlled so you can hose it down after use which is why it is ideal for the food industry."

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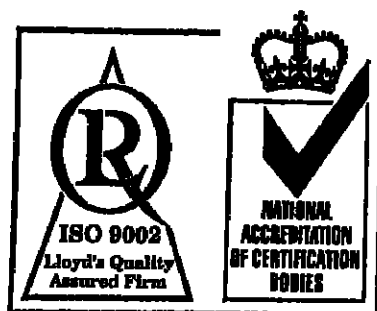
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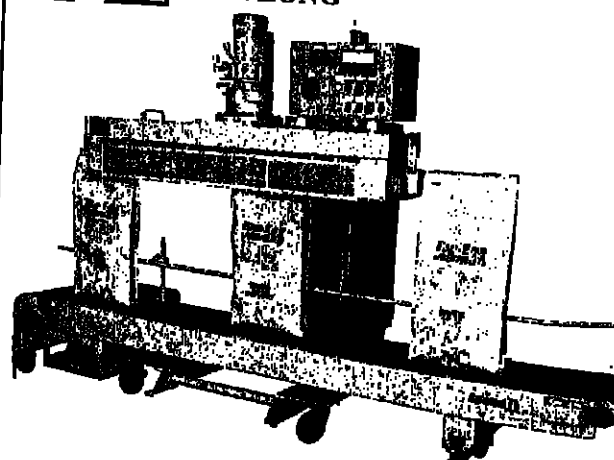
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Other sealing systems include the DS-9 high speed sewing systems, CHG Fold Over and Glue Closure and TSKS High Speed Heat Sealers for PE and Laminated Paper Bags. All closing machines are fully compatible with the Newlong range automatic bagging system.

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Call on 0839 772268 or circle number K4-431

Precise print and apply

An integrated thermal print and apply labelling system with barcode capability for on line packaging operations has been developed by Alpha Dot Ltd.

Producing WYSIWYG (What you see is what you get) computer generated variable or fixed text labels, it subsequently applies them with precision accuracy to one side or through a right angle to one side and the rear of outer cases or trays from 6 to 25 metres a minute, says Gordon McDonald, UK sales manager at Alpha Dot (tel: 0264 781989).

Designed for stand alone and networking, it features an intelligent hand controller so that the computer downloads on to it and provides easy access for operator data entries. These include a memory store of up to 30 different label formats such as sequential numbering, automatic shelf life dating and line formations to a highlight data in boxes.

In addition, the printer can label empty trays at a speed of up to 20 a minute around the corner, Mr McDonald tells *Packaging News*. The machine has been on trial at Eden Vale for the last seven months and is now available for supply.

Speedy thermal printer gives high definition

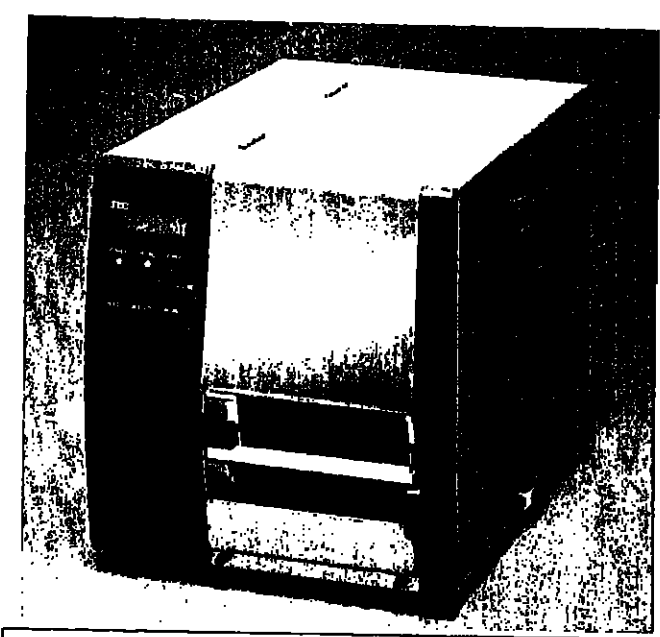
The TEC B-572 thermal printer available from Alpha Numeric

B-572, TEC's latest thermal printer launched at Packaging Plus is designed to take on the rival Zebra range. Highest definition speeds of 8 inches a second can now be achieved. This is 2 seconds faster than previously possible, Mark Britain of Alpha Numeric International tells *Packaging News*.

"We have incorporated an on board key pad as opposed to the external unit we had before and an internal rewind unit. This machine is now capable of setting head temperatures and sensors," says Mr Britain (tel: 0628 810180, fax: 810157).

A resolution of 12 dots a mm can be obtained. Options not formerly available are a high speed pc interface board from Toshiba Sentronics, connector cable and MS Windows/MS DOS driver.

"We now have a true interface which means no delays in the software," he says. The printer is designed for shorter runs and has added fonts.



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Mr John Smith
Managing Director
Packaging Printers
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Dear Mr. Smith:

In order to present our company logo in a consistent manner, we are implementing a new colour quality control program. We shall expect our packaging printers to be able to verify accurate colour reproduction and provide us with written reports.

The specifications for our standard colours are as follows:

Red:	L* = 50.18	a* = +11.11	b* = +33.73
Green:	L* = 47.02	a* = -15.46	b* = +11.06
Blue:	L* = 55.83	a* = -36.71	b* = -47.16

The tolerance specification for all colours is by CMC, L*a*b* ratio of 2:1 and c/* = 1.2. Colour specifications and tolerances were established using the X-Rite 938 Spectrodensitometer and QA-Master software.

The report format we prefer is the format generated by X-Rite's QA-Master software. We have enclosed a sample report for your information.

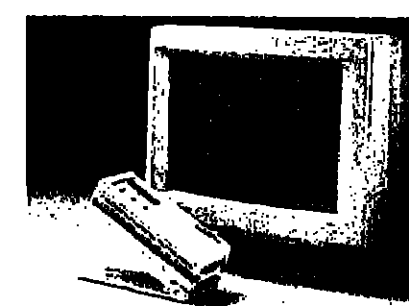
We anticipate having our new colour control system in place by the end of the month, and request your full cooperation at that time.

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Are you tired of packaging that gets rejected because of colour?

In today's competitive marketplace, incorrect colour is a chance neither printers nor specifiers can afford to take. Yet getting colour right on target is difficult if no one has a clear definition of what that target is. That's precisely why X-Rite's 938 model spectrodensitometer was created. With the 938, it's easy to specify and control package colour — faster and more accurately than ever before. That means printers and buyers can agree on colour specifications in advance — before any costly mistakes are made.

A completely portable and hand-held instrument, the 938 can store up to 500 colour measurements taken from a wide variety of packaging and labeling materials. When these measurements are downloaded into X-Rite's exclusive QA-Master™ software for Windows™



or SpectroStart™ software, they graphically show which samples are within acceptable tolerances. QA-Master and SpectroStart even generate SPC reports to prove colour consistency over time. All of which saves time, saves money, and minimizes errors — while maintaining good working relationships between printers and print buyers.

If you want colour that's consistently on target, inquire about X-Rite's 938 spectrodensitometer and accompanying

QA-Master or SpectroStart software by contacting X-Rite's authorized dealer. Also inquire about X-Rite's valuable Guide To Understanding Colour Communication and Guide To Understanding Colour Tolerancing, yours free of charge. Once you do, you may never miss the colour target again.

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EU members tackle waste in many different ways

SPAIN has not been included among the three countries with downward derogation allow-

but they may well need it, since there is currently no national packaging legislation.

The environment ministry says that a decree is being drawn up concerning packaging waste and is to be discussed at the Spanish Council of Ministers, after which, if accepted, it will enter a consultation with the dif-

ferent industry sectors. However, any national

decree would not supersede but complement regional laws and initiatives. Catalonia and Valencia already have some recycling and waste management legislation and developed collection and recycling schemes for glass and paper.

In the South in Andalusia a number of industrial and household waste laws are being introduced which incorporate recycling targets. Domestic glass recycling has quadrupled since 1986 to 9000 tonnes being collected last year. The region is also investing in recycling and waste disposal facilities. Approximately 30 per cent of glass is recycled nationwide.

attract 13,000 companies to join. Most of the absentee companies are small while all the larger companies and the major retailers bar one have signed up. 1994's target is 8000 companies.

Large packaging companies represented 60 per cent of fees of the total fee revenue, of which the food industry accounted for 47 per cent of membership and 53 per cent of fees.

Another priority of Eco-Emballage this year is increased cooperation with the local authorities. It will contribute FF151 million to the running of pilot sites. Ten sorting plants will be operational before the end of the year, serving 1.1 million people, and 41 pilot sorting and collecting systems should also be operational by the year end.

Since January, Eco-Emballage

In FRANCE, the Eco-Emballage system, while more successful than the German DSD system, has run into some problems due to the excess amount of packaging waste flooding the French market.

Overall though, the French are quite satisfied since they made their FF400 million revenue target in 1993 from just over 4500 members.

In total the scheme aims to

lages has signed five new contracts with the local authorities and a further five will be signed by the end of April. By

As the European Parliament sits for the Packaging Directive's second reading, there is little convergence so far between EU members in how they are tackling the issues of packaging and packaging waste. Camilla Reed reports on measures taken by some of the individual states and their progress to date

the end of the year, the scheme anticipates it will cover 10 million inhabitants. During 1993, it finalised contractual agreements with five materials sectors: glass, aluminium, steel, plastics, paper and board.

Dutch Covenant a voluntary agreement between industry and government concerning packaging. The findings, already a year late, will determine which type of packaging materials are to be used.

The packaging industry will instruct an independent institute to carry out a comparative analysis of the effects of refillable packaging against one

Although BELGIUM sided with the majority of States to accept the revised targets for the Directive, many believe that it will revert to its green credentials and join Germany, the Netherlands and Denmark to push for higher targets. It has recently introduced taxes on certain beverage containers.

A tax on pvc is also due to be applied from July 1. A bill is currently in preparation which proposes revised dates of application for some of the ecotaxes. These include deferring taxes on containers of inks, glues, oils and solvents and pesticides scheduled for January 1, 1994.

Eco-taxes are being introduced under a 1993 law; however, the taxes have been delayed by technical difficulties as well as the appointment of the Monitoring Commission. Belgium's three regional governments also have waste management plans with recycling and recovery targets.

THE NETHERLANDS environment minister Hans Alders has said he will continue to oppose the Directive in its present form. The Dutch, who already achieve many of the targets laid down in the Directive, say they will continue to work towards a ban on landfilling domestic waste, 60 per cent of packaging materials being reused or recycled and 40 per cent incinerated.

Wouter van Dieren, director of the Institute for Environment and Systems Analysis, tells PN that industry has told

way packaging on the environment and the entire packaging chain. The Ica's will then be reviewed by an independent consultancy.

"Consumers consulted about any big changes"

If a major change in materials is called for, such as milk going from cartons to glass or vice versa, then a consumer survey would be done determining whether the public believes this is correct.

If they do, industry is obliged to shift from one material to another, said Mr van Dieren. The Ica's have become very political and material sectors have been lobbying hard against publication.

The first two sectors are to be published this month: these are detergents and cosmetics. Milk is now under review and publication is expected for May or June at the earliest. Early indicators suggest that glass is favoured over cartons. The key to the Ica's has been transport - trips and distance.

Life cycle analysis (Ica) of 27 different products have been commissioned under the

said Mr van Dieren. Glass is returnable, which is an advantage over other materials.

Cans incorporate recycled plastics

Plastics cans used by ICI Paints for its Dulux Natural Hints range, now incorporate 25 per cent recycled material in the 2.5 and 5 litre sizes.

The adoption of these cans follows a 12-month development between ICI and can manufacturer, RPC Containers. The project involved evaluating the availability and cost-effectiveness of suitable material, the effect of recyclate on production and the physical performance and the appearance of the resulting can.

"It was vital that we produced a can which did not compromise on overall performance or practicality and one which in every respect maintained the quality image and reputation of the ICI Dulux brand," explains Keith Ormrod, general sales manager at



The Dulux plastic cans incorporate 25 per cent recycled material

RPC (Kilburn Road, Oakham, Rutland LE15 6QL - tel: 0572 723771, fax: 756829).

Suitable material is being obtained from a number of sources, including used white

food pails from the catering industry, post-consumer dairy containers and used or rejected paint containers. It is then cleaned, processed and pelletised by Linpac Recycling to

a detailed specification laid down by RPC which enables 25 per cent recycled material to be incorporated into the packs without slowing down the production cycle.

Tests have confirmed that the packs meet ICI's minimum specification for internal distribution including the ability for filled containers to be stacked two pallets high.

Commenting on the development, Chris Harris, general manager - Dulux Paints Retail says: "As the market leader with a world famous brand name, we are keen to be at the forefront of environmental packaging initiatives."

Although the costs are slightly higher than virgin material, the effect on the cost of a paint can is negligible, says RPC.

For further information call 0839 772268

Clear film on glass gives no-label look

Clear film pre-labelled glass bottles - the so called 'no-label look' - are now available from United Glass (UG), the first UK glass container manufacturer to offer this service.

According to UG, the installation of this facility provides manufacturers of volume beverage brands with a real alternative to paper labels.

"Attractive premium image"

John Cobring, marketing manager at UG, says, "Brand owners looking for an attractive, premium image for a volume brand will find Clear Film an excellent solution."

"In the USA, many brands

such as Rolling Rock, Clear Canadian and La Croix mineral waters have used the technique to great effect."

Clear film labelling produces a high quality finish on a range of materials and its speed and cost-effectiveness makes it ideal for volume brands where enamelling would be a slower decorating process, says the company (Porters Wood, St Albans, Herts AL3 6NY - tel: 0727 859261, fax: 842661).

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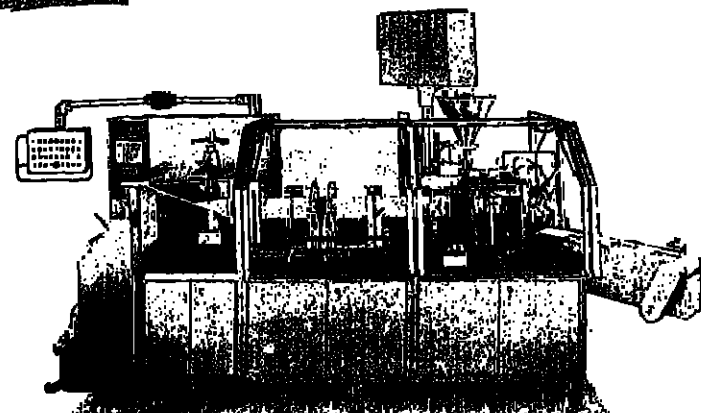
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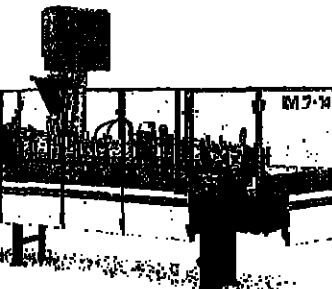
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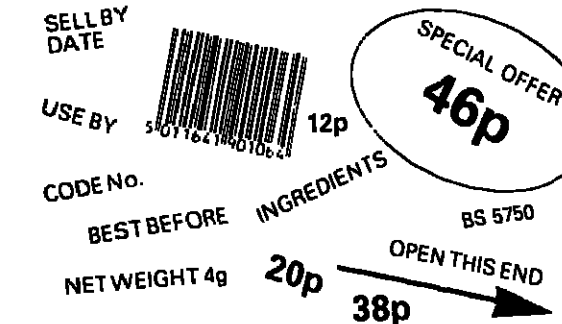
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Leipzig Packaging Fair Trade fair with symposium on packaging and the environment, Intech Overseas Fairs Ltd, P.O. Box 142, Rochester, Kent ME3 7NR - tel: 0474 824092

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Isapak International packaging exhibition, Tel Aviv, Israel. Israel Trade Fairs Center, PO Box 21075, 61210 Tel Aviv, Israel - tel: 072 3 646 2422

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PPP Expo Printing/Foodtech/Plaspack exhibitions, Guangzhou, China. Adsale Exhibition Services, 21/F, Tung Wai Commercial Building, 109-111 Gloucester Road, Wanchai, Hong Kong - tel: 852 511 0511

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Packprint & Paper Exhibition, Ho-Chi-Minh City, Vietnam.

Glahe International Group, PO Box 800349, D-5000 Cologne 80, Germany - tel: 49 221 61 24 18

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Davos Recycle '94 Global forum and exposition, Congress Centre Davos, Switzerland. Maack Business Services, Moosachstrasse 14, CH-8904 AUZH Switzerland - tel: 01-781 30 40, fax: 01-781-15 69

15-16 March

ProPack 94 Conference, 1 George Street, London. Sue Wallis, ProPack 94 conference manager, Pira International - tel: 0372 376161

20-23 March

Foodex Meatex 94 Exhibition, NEC, Birmingham. The Organisers, Foodex Meatex Ltd, PO Box 106, Coventry CV7 9EA - tel: 0203 644200, fax: 0203 644911

22-24 March

Environmental Technology '94 Exhibition, National Exhibition Centre, Birmingham. Sara Binns, Reed Exhibitions, tel: 081-948 9940, or Adrian Wilkes at Environmental Policy Consultants, tel: 071-372 7122

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Danish Packaging Fair '94 Trade fair, Odense, Denmark. Tapa Christensen, project manager - tel: +45 66 15 55 35

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Pira MIS exhibition Exhibition of management information systems, Woburn Abbey, Beds. Melanie Phoenix, exhibition co-ordinator, Pira International - tel: 0372 376161, fax: 377531

24-28 March

Isapak-Ima Exhibition of mechanical handling, packing, packaging and food processing machinery, Fiera Milano grounds, Italy. Segreteria Operativa, Isapak-Ima srl, 62 Via C. Ravizza, 1 20149 Milano MI - tel: (02) 481 43 25/85

5-9 April

Graphitec 94 Exhibition of graphic arts industries, Paris. SEPIC, 1 Rue de Parc, F-92583 Levallois-Perret, Cedex - tel: +33 1 49 68 54 42

6-8 April

Packaging strategies Conference, Swissotel Conference

Center, Atlanta, USA. Packaging Strategies, 122 South Church Street, West Chester, PA 19382, USA - tel: 215 436 4220

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Solidex 94 Solids handling exhibition, Harrogate. David Tinsley, exhibition manager, DMG Trinity Ltd, Times House, Station Approach, Ruislip, Middlesex HA4 8NB - tel: 0895 677677

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ProPack Asia: Food Processing & Packaging Exhibition, Singapore. Singapore Exhibition Services, 11 Dhoby Ghaut, 15-09 Cathay Building, Singapore - tel: 65 338 4747

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Upakovka Packaging exhibition, Nizhny Novgorod, Russian Federation - tel: 8312 441 883

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Pack 94 Exhibition, Istanbul. Tülay Fairs and Exhibitions Organisation, Gazeteciler Mah., Saglam Fikir Sok. No. 19, 80300 Esentepe-Istanbul, Turkey - tel: 90 1 267 67 04

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TRI-PEX '94 Plastics & Rubber Exhibition Exhibition, Expo Centre, Sharjah, United Arab Emirates. TRI-PEX '94 Plastics & Rubber Exhibition, P.O. Box 923, Crownhill, Milton Keynes MK8 0AY - tel: 0908 561444

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Flex Expo Flexible packaging exhibition, Dallas Convention Center, Texas, USA. National Blenheim Expositions, Fort Lee Executive Park, One Executive Drive, Fort Lee, New Jersey 07024, USA - tel:

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Chubu Pack Packaging and food machinery, packaging materials and equipment show, Nagoya, Japan. Central Japan Packaging and Machinery Builder Association, 2-4-10 Kamejima, Nakamura-Ku, Nagoya 453, Japan - tel: 81 52 452 3162

25-28 April

Interphex USA Exhibition, New York - tel: 1 708 390 2420

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IPP International exhibition of machinery and materials for package processing and production, Seoul, Korea. Reed Exhibitions Companies - tel: 081-948 9900, fax: 9877

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Scottish Packaging Plus Show, the Glasgow Marriott Hotel, Anderson, Glasgow. David Shephard, marketing co-ordinator, AES Events Ltd, 10 High Street, Purley, Surrey CR8 2AA - tel: 081-668 9229

30-4 April/May

National International Safe Transit Association conference Conference, Las Vegas. NISTA headquarters - tel: 312 645 0083

2-8 May

MacroPack Exhibition, the Utrecht, Jaarbeurs. The Organisers, PO Box 8500, 3503 RM Utrecht, Holland - tel: +31 30 955811

2-8 May

Alimex International trade exhibition for food processing and packaging machinery, Sao Paulo, Brazil. Alcantara Machado Farias E Promocoes, Rua Brasillio Machado 60, Cap-01230 Sao Paulo, Brazil - tel: 55 11 826 9111

3-7 May

ProPack (Eurotech) International packaging exhibition, Brussels. Foira Internationale De Bruxelles, Parc Des Expositions, Place De Belgique, Bruxelles 8-1020, Belgium - tel: 32 2 477 0477

Wanchai, Hong Kong - tel: 852 865 2633

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Print Expo Trade fair, Beijing or Shanghai. Nowea International, Ms Uto Windhausen, Postfach 10 10 06, 40001 Düsseldorf - tel: +49 211/4560-720

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Northprint '94 Graphic arts event, Harrogate. Kalina Rowbury, Reed Exhibitions Companies - tel: 081-948 9800, fax: 081-948 9877

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NEWS

Gantry robots handle many products

Production requirements that do not justify the use of high speed palletisers, but still need to address the manual handling regulations, can now use Crocus gantry robots marketed by BSL Packaging.

These can be designed to handle a wide variety of different products and can be installed over existing product output conveyors. They can be dedicated to one line or, if throughput allows, be used to palletise from a number of production lines onto different pallets.

A variety of grippers and suction heads accommodate the different products, says the company (Sandylands, Nether-ton, Huddersfield HD4 7JH - tel: 0484 661365, fax: 662616).

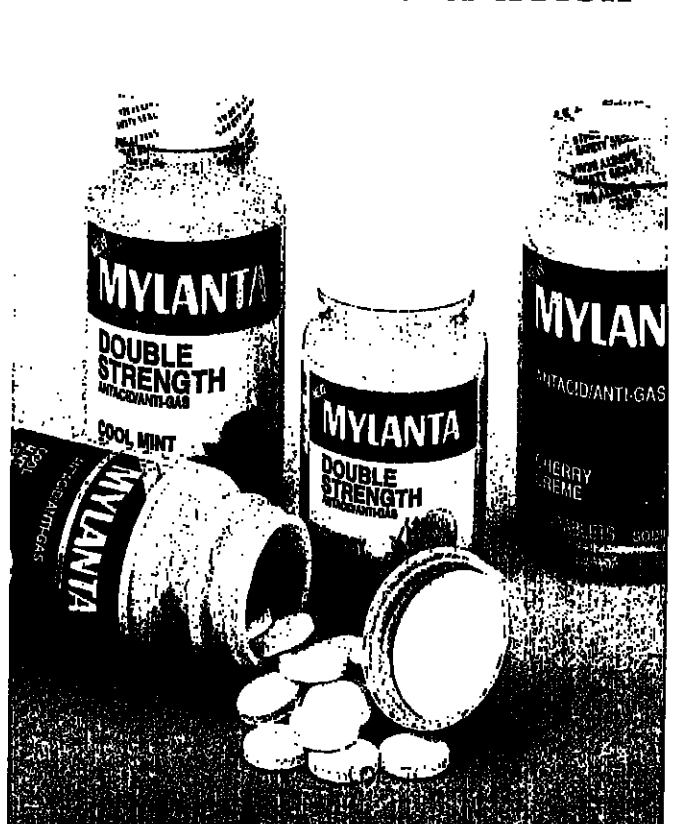
The gantry system can place individual items with a repeatability of within ± 0.25 mm regardless of distance of travel from the pickup to the palletisation point. They can also be



The Crocus gantry robots marketed by BSL Packaging can be installed over existing output conveyors

enhanced by the inclusion of automatic pallet dispensers and pallet handling conveyors. Each system is custom built to suit individual requirements, says the company.

Closures resist fatigue, moisture and abrasion



These closures were manufactured by TopSeal in the US from Tenite homopolymer polypropylene resin supplied by Eastman Chemical Company (UK: Brindley House, Corner Hall, Lawn Lane, Hemel Hempstead, Herts HP3 9YT - tel: 0442 241171, fax: 241177) to meet the needs of Mylanta brand owner Johnson & Johnson and Merck Consumer Products (JMMCP). "Tenite pp fit all our requirements for chemical resistance, interior strength of the material, cost-effectiveness and good fatigue, moisture and abrasion resistance," says Rich Norris, national purchasing buyer at JMMCP.

For further information K4-115 Call for details 0839 772268

Countering counterfeiting

Manufacturers interested in the commercial deployment of the intelligent packaging systems currently being developed by Pira International and the Defence Research Agency (DRA) should now get in touch with the organisations.

A series of systems are being developed to make life difficult for the counterfeiter, which should find applications in a number of industries. The opportunities offered are, however, said to be of particular interest to packaging and ink manufacturers, converters and

manufacturers of products currently targeted by counterfeiters. The system makes use of advanced infra-red imaging technology and is the subject of a patent application. It will enable packages of all sizes to be scanned remotely using miniature portable detection and recording equipment.

Interested parties should contact Dr Brian Simmons at Pira (Randalls Road, Leatherhead, Surrey KT22 7RU - tel: 0372 376161, fax: 377526).

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Generic redesign gives retail life

A 20 per cent sales decline in 1992 of its Thrift generic economy brand led Superquinn of Ireland, the third largest Irish supermarket chain, to revamp the range - designing an identity and 130 product graphics in three months

Within weeks of Superquinn of Ireland's October '93 relaunch of Thrift, its generic economy brand, in colour packs, sales had increased dramatically and those of wine, luxury biscuits and crisps had doubled.

"Customers feel they are buying a brand now, as opposed to a cheap product," says Eamonn Quinn, merchandising manager of Superquinn, which owns 15 supermarkets, making it the third largest Irish chain. The decision to redesign followed a 20 per cent sales decline in 1992 and a 5 per cent decline every year since 1987.

Customers had begun to perceive Thrift as inferior, some saying the products looked like wartime rations, according to Mr Quinn.

The brand was first introduced 13 years ago, when starkness of design was fashionable. Designworks, a Dublin studio, was given the brief to replace Thrift's black and white packaging, while retaining the name and some reference to the old range. A specialist in brand creation, Designworks first set about giving Thrift an identity.

"It is a basic range of price-fighting goods and it was important that the packaging system and the branding that we devised should not overpromise," says Marion Cody,

client services manager at Designworks. "But we did feel there was a certain drabness about how private label or generic goods were packed."

"Juggler was made the linking logo"

A black juggler on a white background was made the linking logo on all products, and jugglers were also used at in-store promotions - symbolising the juggling of the family budget. The previous Thrift symbol, according to Ms Cody, "was stuck in a corner, they didn't really highlight it. So this

was a way of getting customers familiar with the range, by developing a personality."

Other design elements were: a white front panel with plain black typeface linking back to the old packaging, a solid bar of colour taking up half the pack and a graphic or photograph taking up the other half.

Nutritional information and barcodes were included in the design from the start, using a uniform black typeface: so was a 'satisfaction or your money back' message.

"We felt that Superquinn needed to take ownership of the range," says Ms Cody. "The money back message would convince people who might have been sceptical in the past."

Designworks: "We must have come up with 20 different dogs"



Magie tea bags were just one of the products redesigned

Graphics give the range a fun look - for instance, hands make shadow shapes on light-bulb packs and ice cream carries pictures of polar bears. Children's bread carrying a windmill illustration "walks off the shelves", says Ms Cody and flour packs are enlivened by pastry cutter shapes.

Photographs were used for biscuits, meat, vegetables and canned goods.

"We felt the whole approach should be one of lighthearted fun," says Ms Cody. "This was a low involvement purchase, so it should be something you can have a laugh about, not take too seriously."

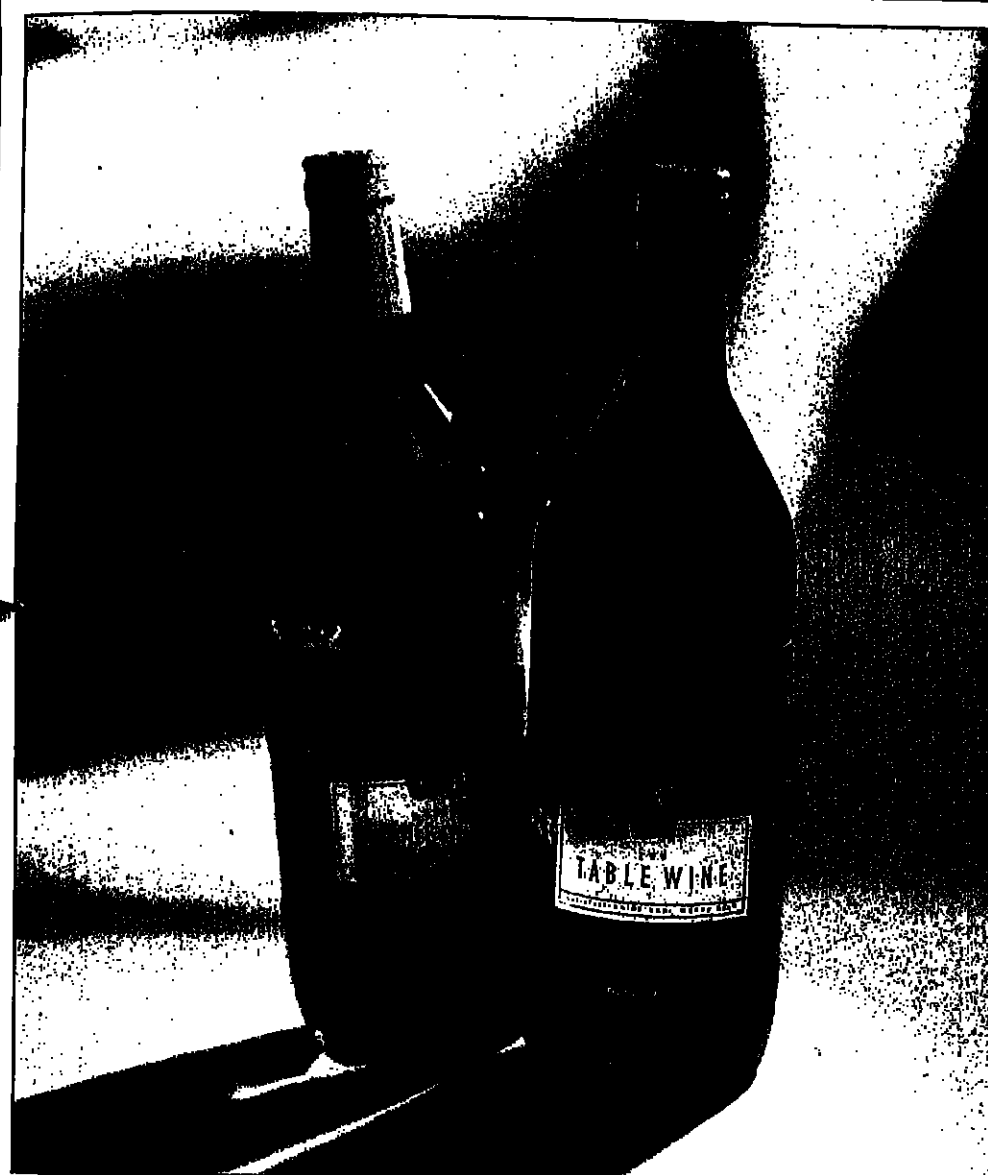
Designing an identity and 130 individual product graphics in three months was a daunting task for Designworks, which had not previously designed

much food packaging. Jenny French, a designer with UK food packaging expertise, was hired to head one of two design teams (reduced from three initial teams once production had started). Austin Carey headed the other and staff numbers were increased from 20 to 25.

Production and technical considerations were taken on board. Artwork had to be handled by printers ranging from the simply equipped to the sophisticated, in Ireland and abroad. Packaging, similarly, ranged from crude to refined.

"On refuse sacks, you can see the graphic is big and bold and blunt, as opposed to the finely detailed illustration on jam," says Ms Cody.

At the market research stage, consumers were shown prototypes that included all the



"People will be happy to bring this wine to parties now" said Mr Quinn of Superquinn, Ireland



Graphic design ranged from the crude to refined: jam has a finely detailed illustration

design elements. "We didn't change anything following the research," she says.

Design teams then began a gruelling weekly schedule: producing ideas, sourcing nutritional information, obtaining client and supplier approval at

each design stage and sending artwork to printers.

More designs are being developed, as the range grows. Sales of Thrift are now expected to rise by 20 per cent for two years: sales increases have already covered the £400,000

revamp costs. Thrift presently makes up 3 per cent - of Superquinn's total volume - this is expected to rise to 5 per cent. Designworks is based at 48 East Moreland Lane, Upper Baginbun, Dublin 4, Ireland - tel: 01-668 8388, fax: 01-660 0586.

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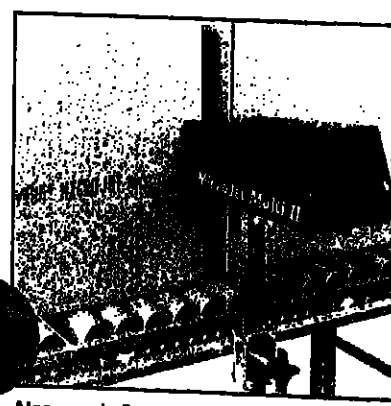
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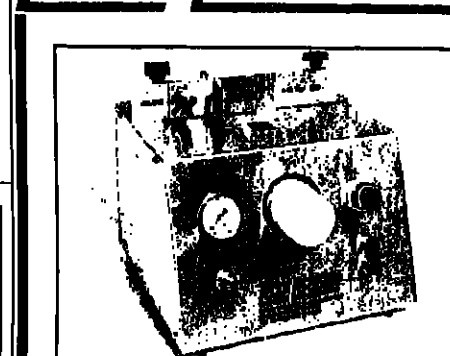


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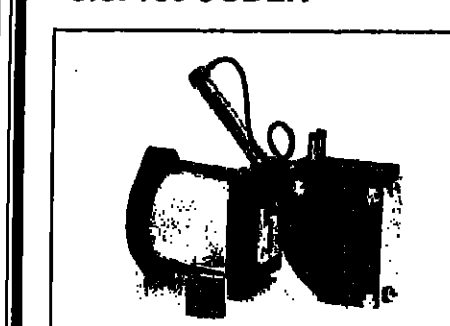
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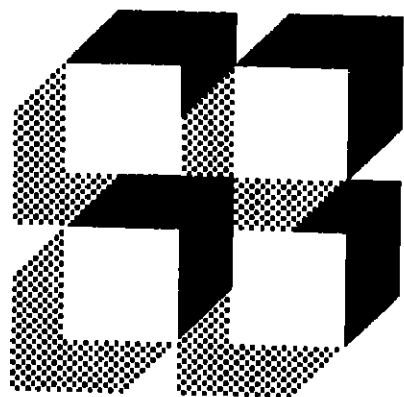
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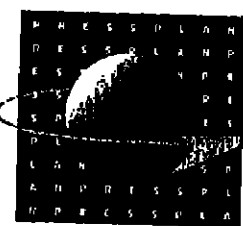
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COMPANY NEWS

Shareholders of the Harland Group have authorised the board to enter detailed discussions on an offer by the Sonoco Products Co of Hartsville, South Carolina, to acquire 100 per cent of the share capital of the group. It is Sonoco's intent that the Harland Group (0482 561166) be the base upon which a European label business is built and will be headed by chief executive Ian Ross.

The official start-up of Europe's newest major petrochemicals and polyolefins company - Borealis - took place last month as a result of the merger of Finland's Neste and Norway's Statoil. Owned on an equal basis by the two companies, Borealis will be headquartered in Copenhagen from June onwards. The Group employs over 6000 people and is projected to have net sales in the order of US\$ 2.4 billion in its first year of operation.

BASF has completed negotiations with ICI for the acquisition of its West European polypropylene business which has production facilities in Wilton, Teeside and Rozenburg in The Netherlands as well as the Procom pp compounding business. BASF, which currently markets 300,000 tonnes of pp a year, will be one of Europe's leading producers.

Beatson Clark has just completed a £500,000 refurbishment of its white flint furnace at the Stairfoot glass works in Burnley. Remedial work was carried out on the regenerators and the melting and while the working and was completely rebuilt. The company is currently commissioning new pelletising equipment at the site.

Pechiney Packaging is to invest more than £3 million in capital equipment at two of its UK sites - a tandem coating line at Rhymney in Wales and a draw/redraw press at

Grantham, Lincs. The investment is part of a continuing programme to reduce the environmental impact of its operations as new technology is introduced, and the installations are expected to be fully operational in the third quarter of this year.

The Industrial Products division of Sonoco has opened a new 85,000sq ft paper tube and core manufacturing plant in Milnrow, Lancs. The plant, previously used by Ronald Geera, has been modernised and enlarged with a further 25,000sq ft extension to the plant floor space and an additional floor of offices.

All demolition has been completed and the first new buildings have gone up at CarnaudMetalbox Closures in Poole as part of the major investment in production facilities announced last year. The new compressor house has been completed and the first of the cap production areas scheduled for completion is currently having machinery installed.



Alpha-Numeric will handle sales of Kroy's K2000 labelling system

Greys & Co, the Yorkshire-based glass packaging manufacturer, is to embark on the first £5.6 million phase of a capital investment programme this April by de-commissioning and dismantling the

bottling and packaging machinery which went into receivership in February. Joint receivers Adam Armstrong and Laurence Grainger of Grainger & Co are continuing to trade, and customers are being made



Lawson Mardon Plastics has achieved Investors In People accreditation and Steve Isherwood, operations director is seen here receiving the award from Pat Richards, chief executive of North Nottinghamshire Training and Enterprise Council. "The commitment we have made to training and developing our workforce is a long term project and is fundamental to Lawson Mardon Plastics becoming a totally quality organisation," says Mr Isherwood.

two smallest of the three Gregg furnaces. As well as the furnace rebuild, five production lines will be removed and replaced with four larger machines.

Interested buyers are now being sought for Gestec International Ltd, the Scottish designer and manufacturer of

aware that it is business as usual. Interested parties can contact the receivers at Gestec (0786 461704).

Vicose Closures Ltd (0283 519251), the sole manufacturer worldwide of Viskring/Colon cellulose bands has named Bristol Bottle Company, which has distribution depots nationwide, as its distributor.

Alpha-Numeric International (0628 810180), the Buckinghamshire based specialists in computerised labelling systems, has been appointed a major UK distributor by Kroy, to handle sales of its latest portable labelling system - the K2000.

The company will concentrate its sales effort in the warehousing and distribution environments where it has particular experience.

Tri-Wall Europe has announced that Dane Packaging Ltd has been added to its Fabrolator network to cover North Wales. Dane is a design oriented company specialising in composite packs while offering a complete packaging service to industry in general.



Printing plates in a matter of hours

CarnaudMetalbox Closures used the show to emphasise the improved quality, reliability and service it now offers customers following its investment in in-house plate making, cap proofing and computerised colour matching.

Printing plates can now be made at the factory in a matter of hours and from which, proofs in metal can be produced in exactly the form the design will appear as the finished job. These proofs can be cut and formed to make a perfect mock-up of the finished cap in a matter of days.

"Short runs possible"

This facility can also be used to produce a design for just a few caps out of a run of millions, perhaps where a 'winning number' or special flash is required, says the company (Lake Road, Hamworthy, Poole, Dorset BH15 4LJ - tel: 0202 674321, fax: 676963).

Further investment has been made in the area of printing inks with the installation of a computerised system that calculates the formula required for the technicians to follow.

Featured on the stand itself was a metal-capped glass tumbler - called Tumblerpack. Most recently this style of pack has been adopted by Danish chessmaker Thorstrup to market a high value range of chess products.

For further information K4-114 Call for details 0839 772268

SHOW REPORT

Creative concepts on show

At the Creative Packaging exhibition last month, where participants were invited to 'realise the potential of packaging' at this specialised show, 3900 visitors attended with 40 per cent of these being marketers and designers. In 1995, the show moves to London and will take place at the Wembley Conference Centre November 14-16.

Among packaging concepts being shown by Cambridge Consultants Ltd (CCL) were a fun range of fruit-shaped sachets, designed and prototyped to appeal to children - strong influencers on the type of food products their parents buy.

Although varied shapes can already be produced on existing form, fill and seal sachet machines, the company has worked on round sachet manufacturing technology to offer even more complex shapes that are said to be produced at higher

speeds on multi-lane machines.

Possible applications include drinking yogurt sachets which can be shaped into a variety of fruits and these designs are in the form of either a single



CCL's fun fruit-shaped sachet

or twin compartment with a double flavour.

The sachets have been designed to open easily by tearing along a line of weakness to expose a straw. In the case of a double flavour, two straws are exposed giving the consumer the option to

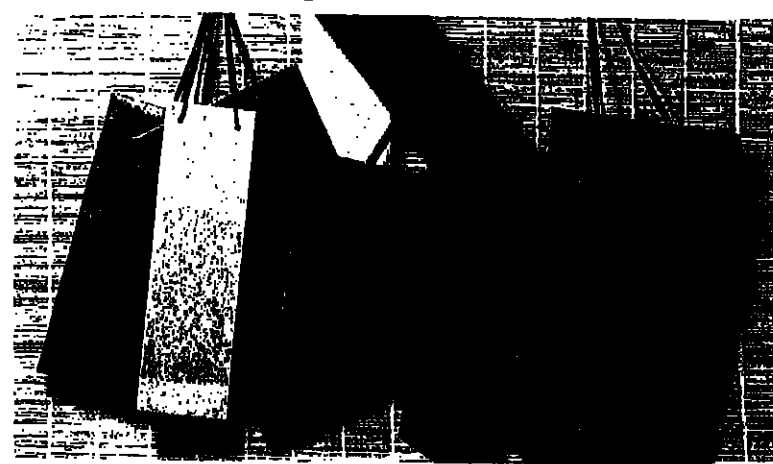
develop this concept further, says Ian Gaylor, business development manager at CCL (Science Park, Milton Road, Cambridge CB4 4DW - tel: 0223 420024, fax: 423373).

For further information K4-111 Call for details 0839 772268

Paper-based covering materials

Aiming to fire the imagination of designers and specifiers in the printing and packaging industries was Red Bridge (Bolton) Ltd with the launch of its Designer Collection of paper-based covering materials.

It is based on the expanding portfolio of Acrolin and Acrolux materials from the company (Red Bridge Mill, Ainsworth, Bolton BL2 5PD - tel: 0204 222254, fax: 384754). A series of Designer Collection sample cards are now available free, which will be regularly updated to allow for such



Bags manufactured using Acrolin, a paper-based material from Red Bridge

things as seasonal colour choices.

Also on show were entries into a nationally organised competition to find the most creative use of Red Bridge packaging materials. The entries were short-listed to seven prior to the exhibition.

Winner of a specially commissioned Caithness Crystal trophy was Armstrong Packaging,

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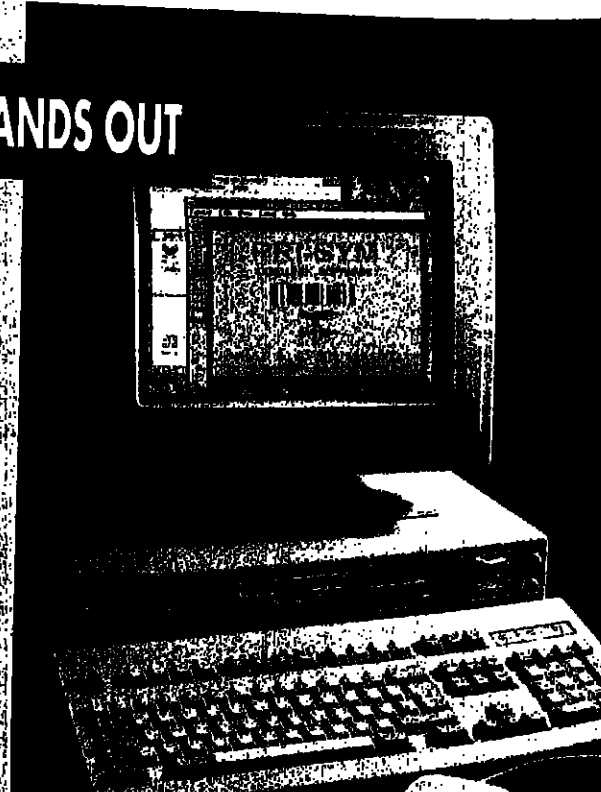
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Who's afraid of pp for tablets?

"There is no reason to be scared of polypropylene," said Wolfgang Straub of IWK in a presentation which examined the impact of polypropylene film on the design of blister packaging machinery.

"Although pp is certainly a more difficult film to use, the demands of certain European countries to replace pvc has meant that suitable equipment to handle both materials is now available."

Mr Straub was speaking at a seminar last month, run by IWK's UK agents, Sussex & Berkshire Machinery Co Ltd (S&B) which covered tablet packing and inspection.

As well as the paper on IWK's blister packing machinery capabilities, delegates heard about the latest developments in tablet counting

machinery from Bob King, chairman of CE King. He outlined the range of equipment available, such as electronic, mechanical and multi-channel tablet counting equipment and also hinted about a new development, currently under wraps, that will be a replacement for blister packs.

"Tablet counting still has a role to play," said Mr King especially in developing markets such as China.

Speaking further on the development of pp as a valid substitute for pvc, Mr Straub talked about its wide use in Japan. In Europe, however only a few pharmaceutical companies produce pp blisters, and generally only on selected product lines.

IWK's BPR Blisterpac model can handle both pp and

pvc and currently the company is working to replace aluminium with pp for the lidding material. Trials are continuing to make opening easier by means of selected perforations along the top web.

"Vision equipment"

Gary Parish, the president of Parish Automation - also represented by S&B - was next to speak. He covered the range of vision equipment and security inspection systems offered by the company. One company that is now using the Touchmaster 386 system from Parish is McNeil Consumer Products, which uses the system for checking Tylenol production.

While going through the

extensive range of equipment offered, Mr Parish warned users about the nature of the equipment. "We are not quality, we are security," he said, emphasizing that if quality is poor then all a vision system will do is search it out, not correct it.

Dr Francesco Nigris, the export sales director of Nico-mac, then addressed the seminar on the subject of the latest developments in tablet coating systems before a second presentation on inspection concluded the day.

"Colour inspection"

Details of a colour vision inspection system with the computer power to operate in real time and recognise over 16

million different colours for quality control and packaging security of tablets, capsules and ampoules were given by Steve Scott, vice president of the American manufacturer Onco Instrument Systems.

Unlike conventional colour vision systems that operate either by colour filters, or by separating and analysing the red, green and blue (RGB) elements of a colour, Onco's 1-300 Pharmaceutical Inspection System takes in hue, or wavelength; colour strength, or saturation; and adjusts also for shadow and varying light intensity. It is also able to locate the colour and product to be inspected automatically, with no need to work within a pre-determined frame.

In this way, explains Mr Scott, the 1-300 is not only able to distinguish reliably between pinks and reds - the same wavelength - but can also differentiate between, for example, a red and green cap-

sule and an orange capsule, both of which could appear the same to an RGB system.

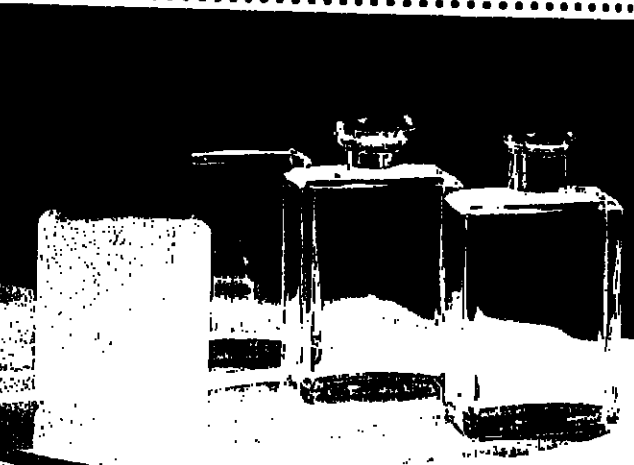
Speed is well in excess of blister packing line speeds with the capacity to inspect over 1 million tablets an hour.

On top of colour checks to identify rogue capsules or tablets, the 1-300 system also monitors for missing, chipped or deformed product. Indeed, according to Mr Scott, the close but different wavelengths of glass and plastics can also be distinguished, allowing the system to find glass fragments within a blister pack of ampoules.

European installations of the 1-300, now available from Sussex & Berkshire, include ten in French pharmaceutical plants and one in Belgium.

Further information on the seminar is available from S&B at Blacknest, Alton, Hants GU34 4PX - tel: 0420 22669, fax: 22687.

For further information K4 132 Call for details 0839 772268



Bevelled bottle standard

Now available as a standard - in both glass and hdpe - is this 100ml rectangular shaped bottle with bevelled shoulders, from International Bottle Company Ltd (Beadle House, Bull Plain, Hertford, Herts SG14 1DT - tel: 0992 551751, fax: 554342). Called Norfolk, its 18mm R4 neck size accepts all standard caps as well as an over-cap specially designed to complement the shape of the bottle. The plastics version has already been adopted by Cussons for its men's range of toiletries marketed under the Graphite brand name.

For further information K4 133 Call for details 0839 772268

International Pack Expo

Five foreign pavilions - Japan, Germany, Italy, Spain and Canada - will greet visitors to Pack Expo 94, the Chicago-based packaging machinery exhibition taking place 13-17 November this year.

"We are extremely pleased with the international reputation Pack Expo has earned," says Charles D Yuska, president of the Packaging Machinery Manufacturers Institute (PPMI) which are sponsors of the show.

"Not only do we see a growing interest from foreign machinery manufacturers to exhibit, but increased attendance from packaging machinery end users from around the world."

Over 1400 exhibitors covering 910,000sqft are expected. Details from PPMI (1343 L Street, NW Washington, DC 20005, USA - tel: + 202 347 3838, fax: + 202 628 2471).

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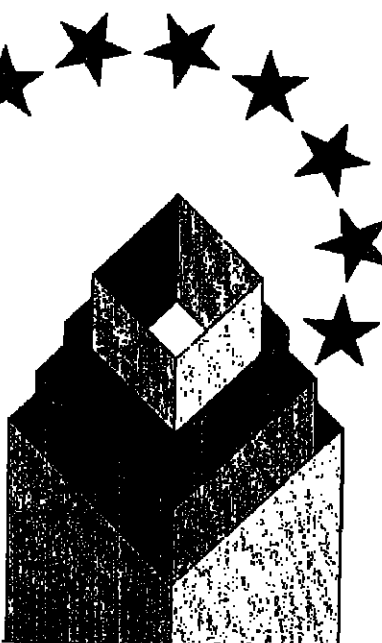
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Organization: Royal Dutch Fairs (Jaarbeurs) and the European Research Centre (ERC). For further information please call ERC, tel. +31 10 2340155

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The trade fair Bulk '94 will be held simultaneously with Macropak during 3, 4 and 5 May. Visitors with the Macropak Visicard access badge will have free access to Bulk '94.

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☐ 2 chemical industry

☐ 3 packaging industry

☐ 4 other industry

☐ 5 others

B. I am interested in the following

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☐ 2 packaging resources

☐ 3 packaging materials

☐ 4 packaging

☐ 5 packaging machinery

☐ 6 auxiliary equipment

☐ 7 internal transportation

☐ 8 graphic supplies

☐ 9 graphic equipment

☐ 10 bulk packaging

☐ 11 other

The above data may be used by the Jaarbeurs and/or Macropak-organizers to contact you.

C. My position/task is:

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☐ 2 production

☐ 3 R&D

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☐ 5 purchasing

☐ 6 technical service

☐ 7 other

D. We employ the following number of people

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☐ 2 11-50

☐ 3 51-100

☐ 4 101-200

☐ 5 201-500

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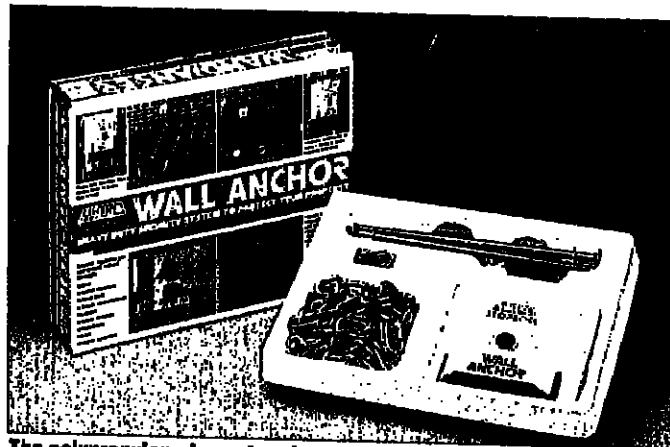
☐ 2 purchasing orientation

☐ 3 own stand

☐ 4 agent's stand

☐ 5 seeking agent

☐ 6 possible future participation



The polypropylene inner tray is used for security products

Heavy duty pp inner tray

Metro Products is using a polypropylene inner tray made by Plastique Ltd for its Wall Anchor pack, part of a range of security products.

Forming in polypropylene offers increased strength over the more traditional packaging materials such as polystyrene together with flexibility of

design, says Plastique (Old Cannon Wharf, Vale Road, Tonbridge, Kent TN9 1SU - tel: 0732 770855, fax: 770029).

Traditionally, the company has been involved in packaging for the toiletries and pharmaceutical markets.

For further information K4 137 Call for details 0839 772268

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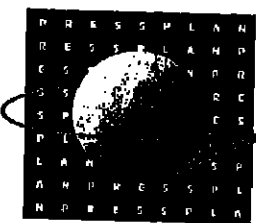
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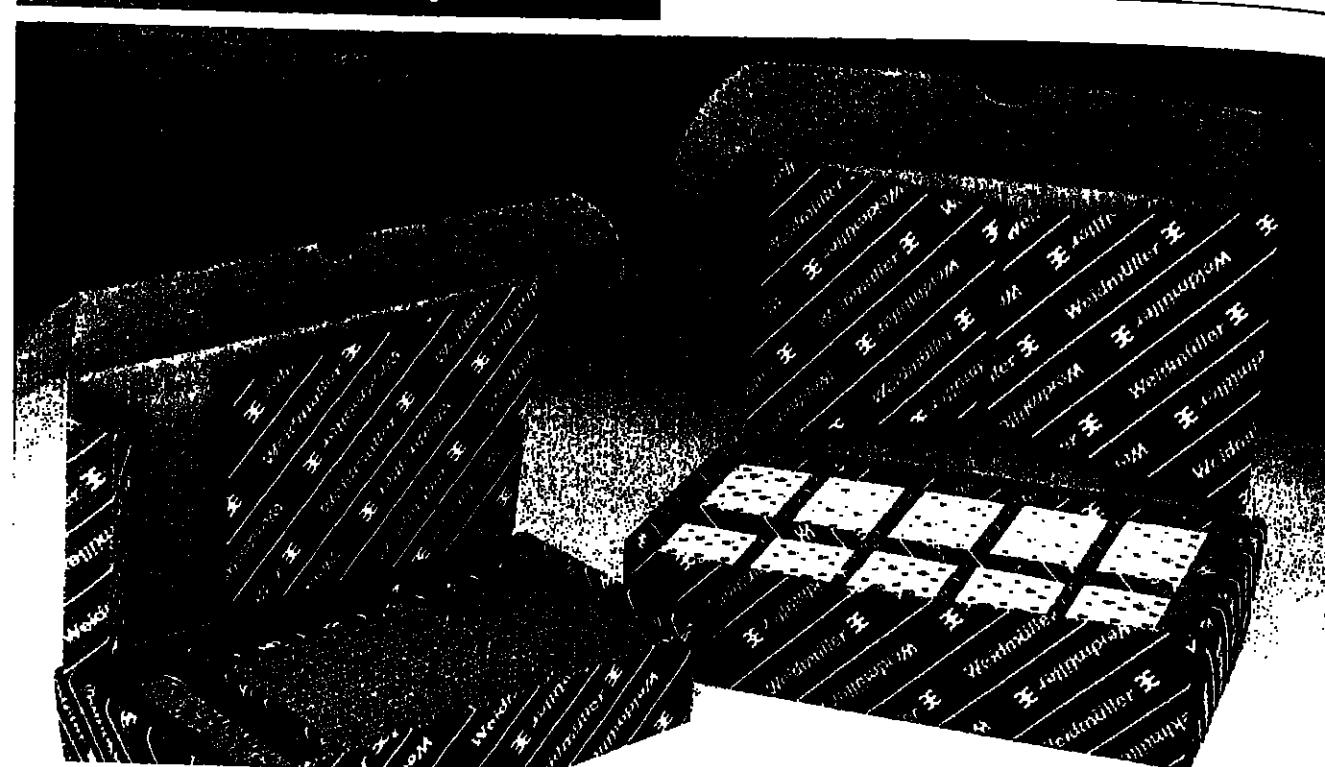
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Rational carton sizing

Weidmuller (Klippon Products) has completed the first phase of an ongoing project designed ultimately to reduce the number of different sized cartons used by the company from 200 to 50.

Weidmuller produces an extremely wide range of multi-sized electrical components,

and previously each size required an individual pack.

To rationalise the number of packs used, the company approached Corrugated Products (CP). CP has designed a box that, by re-configuration of the internal components, accepts three varying sizes of product, and within those sizes,

30 different product lines.

By combining these pack designs with a just in time service, it has been possible to reduce the number of cartons used with the ultimate aim of eliminating the warehousing of any products, says CP (Western Road, Bracknell, Berks - tel: 0344 59911, fax: 420847).

Packs designed and produced by Corrugated Products for Weidmuller (Klippon Products)

Software allows for two-way graphic data communication

Barco Graphics introduced a software package at Creative Packaging last month that allows complete two-way communication of graphic data between the desktop environment and design or production systems.

Available today on Strikel design workstations and on BG-2000 production workstations, later this year it will be available for all BG-940

users, says the company (50 Suttons Park Avenue, Reading, Berks RG6 1AZ - tel: 0734 664611, fax: 665070).

Described under the catchline of 'back to the Mac', the package allows one version of a design to be stored, and then worked on in the future, by both the designer and the printer - thus eliminating the need to recreate a design from scratch.

Design changes effected in production environments can be returned to the designers' desktop system to update the original via PostScript.

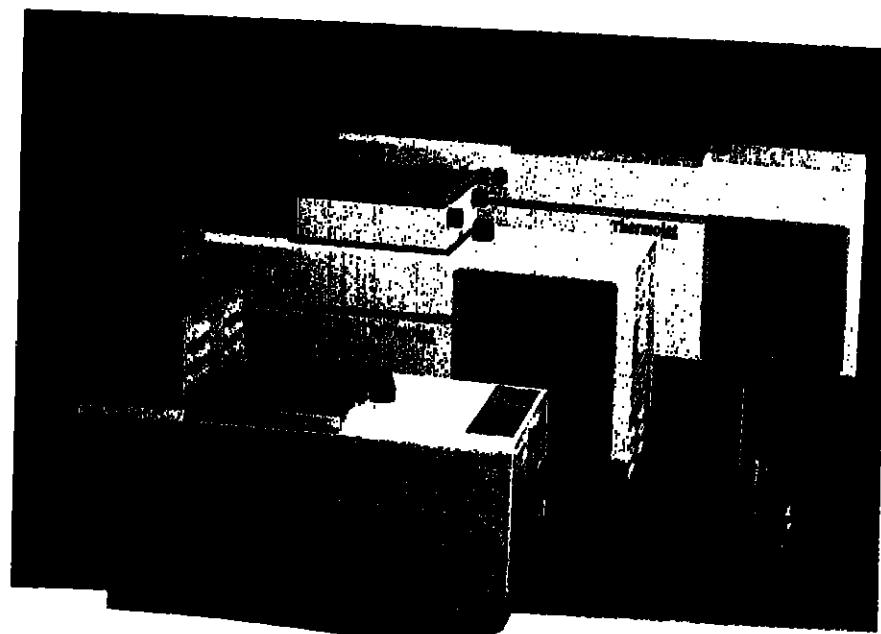
This is because Barco offers a Bezier and vector based production system which is compatible with the formats used on desktop packages such as Illustrator 5.0, Freehand 4.0 and Corel Draw.

Most high end production

prepress production systems are pixel based and it is impossible for them to generate design edited files in vectors or splines for editing on the publisher's Mac or pc, says Barco. Systems based on vector outlines only will also experience the same problems.

Barco has extensive experience of Bezier based spline technology, which allow files to be opened, edited, mixed at will and finally returned as Illustrator/spline to the desktop environment. These jobs can be imported in Illustrator, Freehand or Corel Draw using filters or converters.

For further information K4 135 Call for details 0839 772268



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Tiny sample bottles bring big results

Doormats in the Granada TV region resounded to the thud of tiny bottles last November as households received free pet miniatures of Vimto Low Sugar Cordial

Brand manufacturer J. M. Nichols (Vimto) had considered the sampling campaign a good means of getting consumers in its heartland to try its new variant - and with good reason. A sample drop in the Anglia region for original Vimto Cordial last April had achieved recall results described by the company as "astounding".

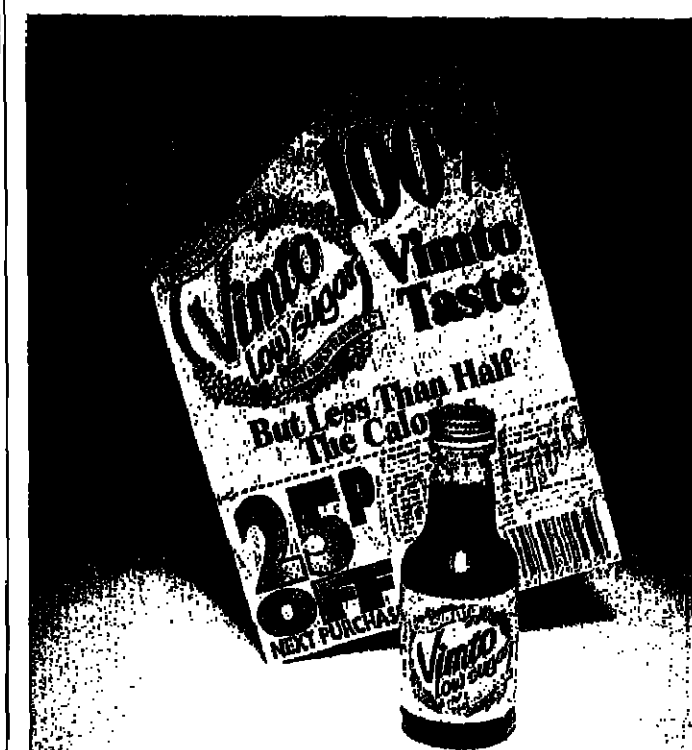
Having seen letterbox sam-

pling praised in the press as a powerful tactical tool, and read about the targeting techniques that could reduce wastage, Nichols was attracted by research findings that consumers responded warmly to samples, viewed them as a gift and felt obliged to try the full-size product if they found the sample acceptable.

Sampling therefore seemed a good way to make Vimto known to people outside its traditionally strong areas such as the North of England. And it was cheaper than in-store demonstrations.

Nichols sales promotion executive Robin Gleave looked at several types of trial pack. The tetra brick was rejected on cost grounds. The sachet - though cheap to manufacture - fell at the fences of realism and integrity.

The mini-pack, though competitive on cost, was considered unsuitable for a free-flowing liquid because of its flexible back and breakable seal, and unsuitable for Vimto because of the materials commonly used. "Vimto is a complicated drink and does not react well with certain packaging materials," says Mr Gleave. "Pet is very suitable but pvc products tend to allow the flavour to escape."



Pet miniature of Vimto Cordial: delivered with leaflet and coupon

Food and drink products have to fight increasingly hard for the consumer's attention as the plethora of new flavours, varieties and brands come onto the market week by week. You may be forgiven for equating wine packaging with green glass bottles and a few bag-in-boxes but our report shows a much more dynamic mix. We also discuss the merits of audits to combat taint and off-flavour, report on the latest developments in modified atmosphere packaging and conclude with a roundup of news.

Here, we highlight how sampling was used to market a new product and persuade consumers to purchase. In contrast, we report on how food and drink marketing differs in Eastern Europe and Russia.

"Then I came across Haworth & Airey in an article about whisky miniatures, and I thought: what a cracking way to package Vimto."

Based in Walton-le-Dale, near Preston, Haworth & Airey Bottlers Ltd (0772 258481) is the UK's principal contract miniatures bottler. It works for five of the eight international wine and spirit groups, bottling brand names into both glass and pet miniatures for duty free sales, airline use and attachment to full size bottles for cross-branding.

"They had never before done a soft drinks miniature, and I asked whether they could meet our volume needs," says Mr Gleave. "They proved more than able to meet the challenge and have provided us with a very good quality package."

After an 18-month development period during which Nichols and H&A worked together on the design of the 5cl pet bottle, produced by Constar International UK, Vimto went through letterboxes for the first time. The bottle was attached to a card bearing a money-off-next-purchase coupon.

The drop of 300,000 was confined to specific areas of the Anglia TV region, targeted on the catchment areas of Tesco and Sainsbury outlets that stocked the product, in towns such as Peterborough, Milton Keynes, Luton and Bedford.

Delivery was handled by Circular Distributors (0628 771232), which, armed with Vimto's consumer profile, had provided a list of recommended postcode sectors for the drop.

It was six to eight weeks after the drop that independent researchers, commissioned by Nichols, arrived on the doorsteps of a few hundred squash and cordial drinkers in the test area. "Even after that gap, the feedback we got in terms of unprompted recall was phenomenal," says Mr Gleave.

Asked whether they had received any free samples of squashes or cordials in the past two months, 85.3 per cent said yes and 67 per cent, unprompted, remembered that the sample was Vimto. "That is a staggeringly high amount of recall," says Mr Gleave.

"Amount of consumer recall was staggering"

Over 88 per cent of the households interviewed had tried the sample, and the rate of conversion to purchase of the full size product was estimated at around one in four - or one in five if the small number of existing Vimto drinkers in the region were excluded.

Encouraged by these results, Nichols decided to mass sample its low sugar variant in November 1993. But this time the aim would be to introduce the new variant to consumers in its market heartland - the Granada TV region.

Low Sugar Vimto Cordial was launched in April 1993 into the fast-growing low sugar cordials market, which Nichols forecasts to take about 50 per

cent of cordial sales within the next two years. "It was important for us to have a way of giving people in a very important region the opportunity to try the new low sugar product and appreciate that it tastes exactly the same as the standard product," says Mr Gleave.

The 500,000 samples were again delivered by CD, and this time each was accompanied by a leaflet - more cost effective than a catch card - containing a coupon for 25p off the next purchase or the opportunity to try the product free by sending in a receipt and receiving a refund. The majority of leaflet users have opted for the coupon, and redemption has been high at around 10 per cent.

H&A managing director Simon Hore has no doubts about the benefits of through the door sampling - a tool that the alcohol manufacturers are unable to exploit. "Most people are somewhat intrigued to get a little bottle through the door - especially the children and younger adults who tend to be Vimto drinkers," he says. "But Vimto is a fairly syrupy liquid, and it could be a sticky operation if you don't get the filling side of it right."

The promotion ran at the same time as a TV campaign and a money-off coupon promotion on regular packs in store. All this evidence of hard work to make the launch a success helped Nichols to get listings for the product, and sales are growing as a result.

"Now," says Mr Gleave, "we are looking to see whether sampling has a role to play in our 1994 marketing plan."



The sample drop of Vimto cordial was timed to coincide with a television advertising campaign

Taking the Russian plunge

The prospect of a fledgling packaging market with nearly 400 million consumers does not come without its drawbacks. Despite the dramatic problems facing the packaging sector in Russia, other CIS states, and to a lesser degree Eastern Europe, those who did take the plunge seem quietly optimistic about long-term prospects.

Although there is a large inflow of Western branded goods, difficulties abound. "Due to a lack of packaging materials and equipment we lose one million tonnes of meat products a year; 45 per cent of vegetables, 55 per cent of fruit, 70 per cent of potatoes, 50 per cent of grain and 1.5 million tonnes of fish each year," Valeri Larionov, a professor of packaging, tells PN.

At present, the share of packed products in food production is only 40 per cent compared to 98 per cent in Western Europe. In all, there are about one million people involved in the sector which is 40 per cent mechanised largely by western equipment, says Professor Larionov.

Thomas Zachariasson, marketing director at Tetra Pak Ltd and formerly md of the Ukrainian Tetra Pak joint venture says that since 1987, Tetra Pak has set up a number of joint ventures and now has two local production plants for packaging machines and flexible packaging in Russia and one in Ukraine and Poland, with representatives in Hungary and the Czech Republic. To encourage the underdeveloped soft drinks market, it has a joint venture, Progress Lipetsk, with a juice manufacturer to which it supplies packs which are sold for export.

"Price driven problems created for ventures by subsidies"

Initial problems in the region were price driven. "Due to state subsidies, our competitors' prices were 10 per cent of ours," says Mr Zachariasson of Tetra Pak (1 Longwalk Road, Stockley Park, Uxbridge, Middx UB11 1DL - tel: 0895

868 000, fax: 868001).

Raw materials are sourced mainly from domestic suppliers and packs are produced to about the same standard as elsewhere in the world but only with flexographic printing. "We can't get the same quality of paperboard. It is not as good as we would want it and there is a problem of consistency," says Mr Zachariasson. "Some suppliers now want photographic print instead so that the consumer thinks the product is from the West, such is the frenzy to buy Western goods."

"Standards now about comparable with those of the Dutch"

Voicing similar concerns, Zdenka Jaskova from the technical department of the Czech supermarket chain, Euronova, a joint venture with Dutch supermarket chain Albert Heijn, tells *Packaging News* that: "Until last year we had a lot of problems, especially with the quality of materials and high prices. Now the standards are more or less comparable with the Dutch."

Mrs Jaskova says most of the packaging materials are sourced from Czech producers, about 30 per cent from Germany and the remaining 5 per cent from The Netherlands. The company may have to discontinue printed packaging from April, due to prohibitive costs. Overall she estimates the company has brought down the price of packaging in its stores by 50 per cent on last year.

The dissolution of the USSR has disrupted all horizontal links between the various industries involved.

Centralised buying at Tetra Pak has been devolved, leading to problems of contacting packaging buyers.

"Previously, we sold through one person now we have a very large number of potential customers. It is difficult to get the message out to customers. The way we have broadened this is to present at exhibitions throughout the region and set up a sales force

with responsibility for areas similar to operations elsewhere. But a lot of time is lost through travelling," explains Mr Zachariasson.

Igor Smirenniy, president of the Russian Packaging Union, tells PN that: "Until now, because of a lack of integrated structures many producers of raw materials, manufacturers of packaging machinery and others associated with the packaging sector had no possibility to cooperate with each other."

To overcome this, the association was formed in October 1993. Comprising 20 Russian enterprises, it has recently acquired aid from the European Union for training and aims to promote the creation of a modern packaging industry in

Russia and other CIS states.

Foreign companies are encouraged to join the association, which is setting up a databank of producers and consumers (Contact: Teta i Upakovka, Sadovaya-Spasskaya, 18, Moscow 107807 Russia - tel: 010 7 095 207 2141, fax: 975 3731).

"Incredible brand name opportunities"

While there is no doubt that problems will continue, Cadbury Schweppes plc along with others believes that the market offers incredible opportunities for brand names. Crush is a recent beverage name intro-



The share of packed products in food production is just 40 per cent

duced by the company and chairman Dominic Cadbury says that: "Our brand sales are made through a highly entrepreneurial distributor based in the UK who has with our support invested in local advertising and promotion."

Professor Larionov believes that the way forward is through international cooperation. "We can remedy the situation only

with the help of our foreign partners who are ready to invest substantial sums of money in our packaging sphere."

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A selection of taint investigations where packaging was found to be the primary cause

Food contaminated
cocoa powder

milled flour
chocolates
ice cream
confectionery
biscuits
cereal
soft drink
milk drink
spring water
wine
cognac
dried fruit
raisins
cocoa powder
dissociated coconut
cheese
spring water
flour

Compounds involved
Chlorophenols &
chloroanisoles
various
aliphatic hydrocarbons
2-butoxyethanol
Aliphatic aldehydes
styrene
terpenes
2-methylphenol
isophorone
2-ethylhexanol & hexanol
chloroanisoles
chloroanisoles
chloroanisoles
chloroanisoles
chloroanisoles
chloroanisoles
chloroanisoles
chloroanisoles

Origin
paper sacks with glued seams
jute sacks
printed cartonboard
printed cartonboard
printed cellophane bag
polystyrene trays
resin in laminated liner
can lacquer
can lacquer
liner of bottle closure
cork closure
cork closure
packaging adhesive
paper packaging
paper sacks
paper sacks
wooden shelves
cardboard boxes used to store
empty bottles
jute sacks

Regular audits urged to prevent tainting

The terms taints and off-flavours are for all practical purposes interchangeable, although 'taint' has a specific definition in BS 5098 of a 'taste or odour foreign to the product'.

The dictionary definition of an off-flavour is a 'flavour not up to standard owing to deterioration or contamination. 'Taint' might be considered therefore as the more proper term to describe a flavour problem caused by external sources such as packaging materials.

However, when a problem is first identified, often as a result of a customer complaint,

It is ironic that although packaging systems have done much to improve the quality, safety and presentation of foods, that the packaging materials and chemicals used are also one of the single biggest causes of food contamination. Dr Brian Baigrie* argues that regular audits of production processes are the only way of preventing the possibility of taints and off-flavours.

the analytical chemist is not in a position to argue over semantics. The important task is to determine the chemical nature of the contaminants, and to identify their source.

At Reading Scientific Services Ltd (RSSL) our multi-disciplinary laboratories provide a wide range of services connected with packaging including migration studies, tamper audits and microbial barrier testing. The investigation of taints and off-flavours, however, merits a dedicated department of its own.

Some measure of the analytical expertise and sophisticated equipment required for taint investigations is given by the fact that some tainting chemicals are very potent.

Consider a 2,4,6-trichloroanisole (TCA) taint that has sometimes occurred in wine. The odour threshold of 2,4,6-TCA is 0.03ppb, meaning that just 3mg of 2,4,6-TCA can contaminate 100 million litres of drink. It is 33,000 times more potent than a typical wine flavour compound such as ethyl butyrate.

Detecting a taint at a concentration of 0.03ppb is roughly equivalent to detecting sweetness in a cup of water taken from an Olympic size swimming pool, in which half a spoon of sugar has been dissolved. Clearly this requires extremely sophisticated analytical expertise.

The issue of 2,4,6-TCA is especially pertinent. It is one of a family of increasingly common and highly potent tainting chemicals often transferred to food from wood based packaging materials (see table). They give rise to very unpleasant musty or mouldy flavours.

"Musty or mouldy"

Chloroanisoles generally arise from the action of micro-organisms on trace amounts of chlorophenols in the packaging. Chlorophenols are themselves potent taints (though less strong than chloroanisoles) and are usually found in wood based packaging materials either as a consequence of their use as fungicides, or as a by-product of the pulp making process. Unfortunately manufac-

ers of glass and polymeric packaging cannot afford to ignore the chloroanisole problem, as one case investigated by RSSL illustrates.

Here, a supplier of bottled water reported that the product tasted 'damp'. Sensory evaluation by RSSL revealed that the taste was characteristic of chloroanisole contamination, and sensitive chemical analysis proved this to be the case. After extensive investigation of the production process, we were able to conclude that the original source of the taint was cardboard boxes in which empty bottles had been stored.

"Ensuring safety"

Maintaining the appropriate storage conditions is critical in preventing contamination of packaging and packaged products. Indeed the whole manufacturing process from purchase of raw materials through to delivery of finished goods needs to be controlled properly to ensure quality and safety.

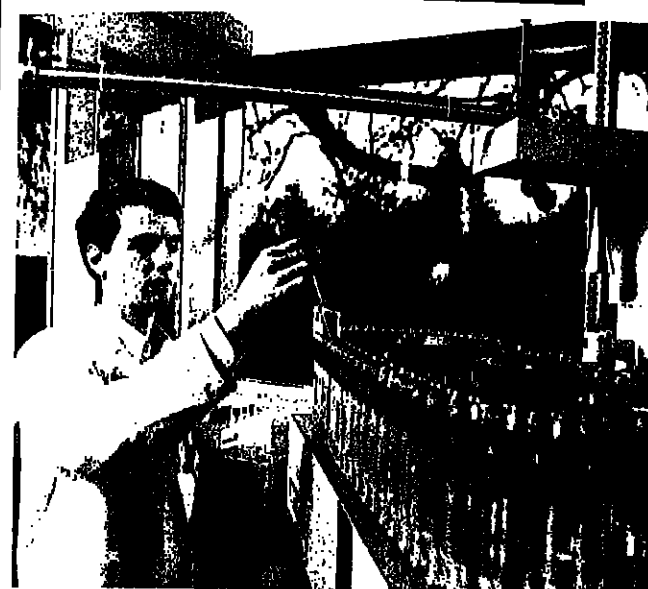
The fact is well recognised by the food processing industry which increasingly operates Hazard Analysis Critical Control Point (HACCP) audits of production. HACCP audits identify the parts of a production process that need to be controlled in order to ensure the safety of a product.

Packaging taints seldom represent a safety hazard. They are generally of concern because they affect the quality of the food. Nevertheless the principles of a HACCP audit can be applied beneficially to the manufacture of packaging to identify the parts of a process that need to be controlled in order to reduce the likelihood of taints arising.

A case involving a taint in a canned cola beverage illustrates how such an audit could have prevented the problem.

In this particular instance the taint was described as 'coal tar' and was very objectionable. Gas chromatography revealed a great many flavour compounds but the descriptor was highly indicative of a phenolic derivative. Further analysis confirmed that the contaminant was cresol.

The contamination was



It is important to determine the chemical nature of the contaminants



Multi-disciplinary laboratories at Reading Scientific Services Ltd

shown to have occurred because the cola had reacted with uncured lacquer on the inside of the can. This reaction caused the release of cresol into the drink. An investigation of the manufacturing process revealed a cold spot in one of the ovens - a potential problem that an audit would have identified and would have shown to be in need of control.

Sometimes the process plays no part in causing a taint, but the packaging material itself is directly responsible. Styrene monomer leaching out of polystyrene trays is one such example.

In a recent case, styrene monomer caused the contamination of biscuits. A similar problem occurred with another polymeric plastics film which was found to have imparted an earthy odour to a product. Here two of the components of the packaging which were not themselves taints, had reacted with each other to produce a strong taint.

A short article can only hint at the range of problems that may occur, and the number of chemical species used in or on packaging that have the potential to cause taints. Sometimes it is possible to predict that certain packaging material will be wholly inappropriate for a certain type of food. Sometimes it is a combination of circumstances that conspire

to cause the problem.

However, where packaging is revealed to cause a problem, food companies are always ready to exercise their rights to compensation for lost sales and lost production etc. This may be considerable.

Thus, the packaging industry must concern itself with the prevention of tainting, both by research into properties of its materials, and regular product testing to make sure that quality standards are maintained during manufacture.

As food companies increasingly adopt HACCP audits as part of their safety assurance programmes, so suppliers to the industry should also consider the value of adopting HACCP-style audits. This will ensure that their own manufacturing operations reduce the risk of packaging materials causing taints in food.

* Dr Brian Baigrie works in the Taints and Off-flavours department at Reading Scientific Services Ltd (RSSL), a leading independent research, analysis and consultancy laboratory serving the food, pharmaceutical, cosmetics and fmeg industries.

RSSL is at Lord Zuckerman Research Centre, Whiteknights, Reading, Berks RG6 2LA - tel: 0734 868541.

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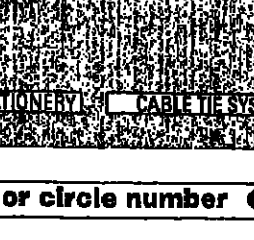
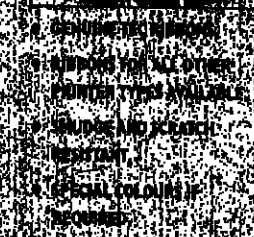
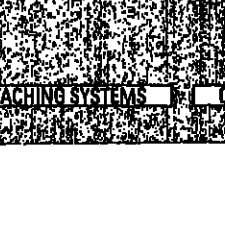
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A taste for the grape

As we become more accustomed wine drinkers, our tastebuds for differing styles of packaging have also sharpened. Camilla Reed reports on trends and emerging markets in the wine trade

Last year we in the UK drank 800 million litres of wine with a 5 per cent growth rate anticipated for 1994. Whereas in 1970 only one in five of us had tasted wine, now only one in five adults has not.

Reflecting this change in taste are the additional types of packaging now used for wine. Although glass bottles still predominate - 60 million bottles last year alone - bag in

box sales in the UK now represent 8 per cent of the market, cans 0.5 per cent with cartons and plastics previously anathema to this formal drink, also now getting a look in.

Sainsbury's, the only retailer currently using plastic for its Vin de Rouge de France in pvc 1.5 litres is to change to pet; while Safeway is currently looking to introduce a plastics container for one of its wines.

"Volumes of wine have doubled over the last decade with peoples perception of wine changing. It's a more accessible drink, an amazingly dynamic and fast changing market and the forms of packaging that offer convenience to the customer have grown on the back of that," Tim North, marketing manager at wine group Matthew Clark & Sons Ltd, tells *Packaging News*.

Developments in this fluid market will include the introduction of pet containers for wine in supermarkets; more clear glass being used; new shapes of glass bottles; a growth in single serve cans, and screw and plastic tops on wine bottles.

Along with continued growth of bag in box both here and on the Continent, developments also include new filling machinery for bag in box, a reduction in the materials used in cases for wine and growth in tray and shrinkwrap. The drivers are cost, consumer convenience but also environmental considerations.

Wine groups still turn their noses up at plastic bottles, and Tim North says he does not expect it to become acceptable in the near future. Equally Peter Lewis director of the Wine and Spirit Association of Great Britain and Northern Ireland, says, "There's nothing wrong with plastic as long as there's no migration, it's merely a question of taste, aesthetics."

Simon Blower, senior manager off-licence at Sainsbury's, says that the packaging for



Sainsbury's first clear glass wine bottle: no consumer resistance

wine will continue to be predominantly glass. However, the pvc packaged wine "has proven to be enormously successful, but we are not intending to expand rapidly into plastic."

The change from pvc to pet is being undertaken because there is less breakage through pet and there are commercial benefits. Pet also has higher clarity and a more glass like appearance. "We are currently discussing this with our French supplier, who we hope will make the investment in the necessary kit," explains Mr Blower.

Mr North of Matthew Clark believes that while wine in plastic bottles may be successful for low priced wine, it merely reinforces the consumer's low-quality perception of the product which would stop any widespread move into plastic. However, one UK plastics manufacturer says "It's all a culture thing. There was a big battle for premium spirits in plastics but now look at in-flight business. Bottles are lighter, there's less breakage, less risks and its more convenient - its a booming business," he explains.

Despite this hesitancy, Safeway tells *PN* it has now decided to use a 1.5 litre pet bottle for a red wine for the first time as part of its one month promotional May wine fair. A spokesperson for Safeway told *PN* that depending on the response, the company would look at converting one line permanently.

"With premium wines it will be a brave wine company that takes the plunge," says a plastics manufacturer who believes that 1.5 litres will predominate over the 1 litre because the size impression of the pet bottle next to glass makes it look smaller. Sainsbury's has also been

the first to use clear glass as opposed to green for bottling white wines, despite the slight cost disadvantage due to bottling being done at source on the Continent mainly in green glass.

The success of these lines has led to the company deciding to launch another line in white glass, a French Bordeaux. "We are not saying that we will switch from all green to white but we are doing it on individual lines. There's no resistance to change from our customers from green to white glass for white wine," according to Mr Blower.

Safeway says it too is also looking to increase the number of wines it packages in clear glass this year, but also commented on the lack of availability of white glass on the Continent and ensuing costs as a result.

Danny Barlow of British Glass (tel: 0742 686201) has been conducting discussions with the supermarkets in an attempt to get them to convert to clear glass due to the glut of green bottles in circulation. "Last year recycling reached 84 per cent on green. We have to create new markets and alter the imbalance before this reaches 100 per cent," he says.

Other developments in glass include a move towards lighter weight bottles on cost and environmental grounds and work on cork technology. Portugal is the world's largest cork producer and production is not governed by international standards. Problems with oxalic acids migrating from the cork to the wine have been overcome and investigation is underway to ensure final treatment of corks so that they are attractive and sterile.

Although plastic still has along way to go before it is widely accepted - as far back as 1983 a 1 litre bottle was



Bag in box sales are said to reflect changes in lifestyle

launched for Abbaye wine (see *PN* May 1983) - bag in the box has made huge inroads over the last 15 years.

It is still predominantly used for cheaper wines due to its limiting preservative qualities, but its convenience has meant that since its introduction in the UK market in 1979 (see *PN* August 1979) sales now total 12 million packs a

year in the UK from the off and on-trade.

Advances have been made over the last decade in tap, foil and filling technology, which has resulted in shelf life being expanded from six to 12 months. In the UK, unlike Continental Europe, the standard size of bags is 3 litres. In France and Spain the 5 litre bag is more popular. Whereas the

UK market has reached a plateau, in the 1980s sales grew at around 20 per cent each year, France, Spain and possibly Germany are now developing bag in box markets.

But we still have a long way to go to reach Australian levels, where the technology was conceived. Worldwide, Australia is still the biggest consumer at 50 million packs a year, 60 per cent of the whole market.

Lesley Hide, general manager of David S Smith Liquid Packaging, says, "There have been major improvements in the quality of the materials used, the structure of components and a change to pe layered film as opposed to metallised foil."

"However, the biggest improvement has been in the filling technology. We have taken some elements of aseptic manufacturing systems and put them into bag in box systems, such as clean in place and mon-

itoring systems in the fillers, so that they won't run unless sterilisation has taken place."

The perceived drawback to bag in box has been air going in through or around the tap into the box thereby oxidising the wine. But now valves are designed with steam barriers around the seals to stop ingress of air, she explains.

In addition, air levels can now be adjusted on the filling lines to minimise residual air while the machine is on the run, says Ms Hide of David S Smith Liquid Packaging (13 Brook Street, Ashton Vale Trading Estate, Bristol BS3 2UN - tel: 0272 636 146, fax: 231071).

Phil Evison, marketing director, at Waddington Duval Ltd, tap maker (Lee Road, Merton Park Estate, London SW19 3XD - tel: 081-540 6810, fax: 081-540 7080), tells *PN* that nearly 70 per cent of all wines packaged in bag in box are white with Europe opting

for standard flow press taps. "We have worked to improve the oxygen barrier of the tap and offer polyester as ahi-temp/hi-barrier option to eva for the button material."

October 1981 saw the launch of wine in cans: since then the growth of cans has been significant, says Matthew Clark and the Wine Distillers Association, due to fast filling, ease of transport and storage, and the excellent keeping properties of cans (see *PN* October 1981). Although the supermarkets seem less enthusiastic about its growth, wine retailers see single serve cans as an untapped market with much potential.

Environmental considerations combined with cost have led to cutbacks in the amount and thickness of cardboard used in cases. Cernex UK Ltd, the packaging and palletisation machinery maker, has adapted its case formers and case load-

ers and with the reduced height of the dividers has modified its automatic case packers so that they guide each bottle much further into its individual nest.

The supermarkets also say that they are now looking to cases of six as opposed to 12 bottles since this cuts storage and materials used and responds to environmental pressures.

"There is a move towards doing away with dividers completely and going to wrap around or cutting dividers by 50 per cent", says Dick South of Cernex (PO Box 12, Huntingdon, Cambs PE18 6EF - tel: 0480 455919, fax: 451520).

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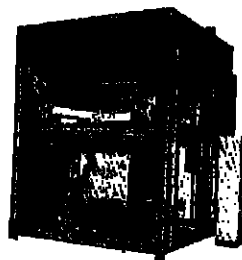
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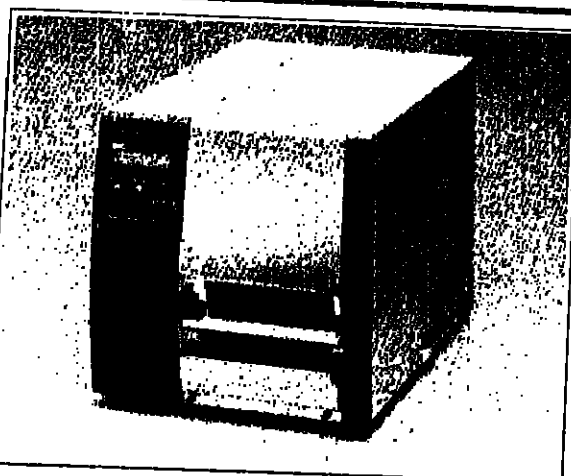
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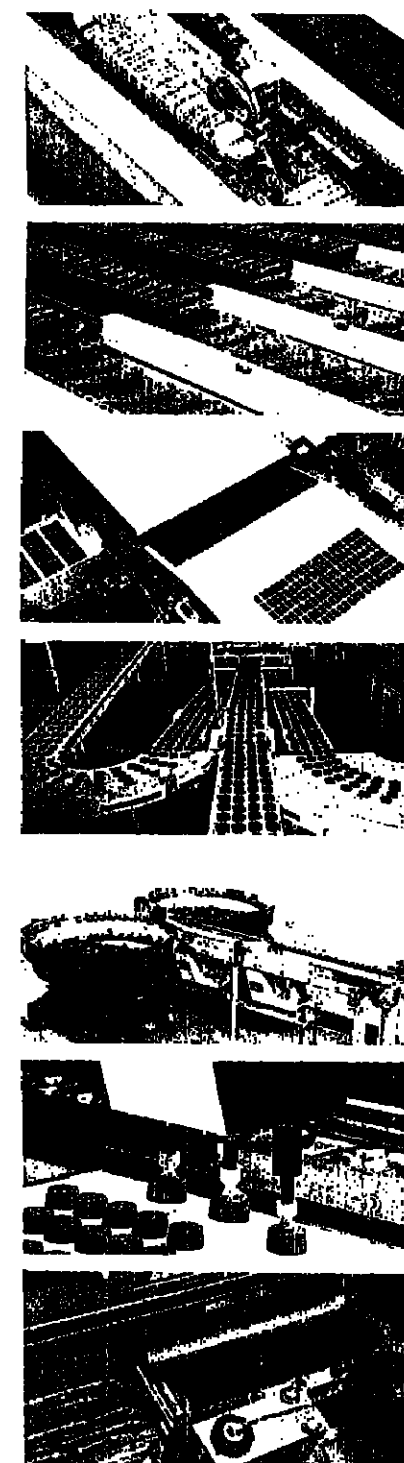


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All-round progress as map proves dynamic food crossover point

With progress on all fronts - tray materials, films, gas flushing, machine systems and applications - modified atmosphere packaging (map) continues to prove itself one of the most dynamic crossover points of the food and packaging industries.

US exporters point to the parallels between the North American market and the expanding single market in Europe, with all the implications especially for fresh produce. According to Larry Chmielewski, project manager at Illinois-based M-Tek Incorporated, attention there is shifting from the almost mature meat and fish markets to pre-cut produce, with the southwestern states serving large sections of the far-flung market.

Another company, Maptek (071-839 4126), has its own system which, it has claimed, can treble the shelf life given by other map techniques. Maptek uses a cocktail of inert gases to achieve its results, and has been concentrating largely on fresh cut fruit such as pineapple.

**"Company
uses cocktail
of inert gases
to achieve its
results"**

While basic pack integrity is still clearly the main consideration with many users of modified atmosphere, higher

throughput speeds are also increasingly being demanded. Scientific Hospital Supplies has installed a Multivac R530 machine now that its special dietary breads are available from retail outlets as well as on prescription.

"Extra demand meant that we needed a Multivac thermoformer capable of very high throughputs," says Kevin Record, engineering manager for the company.

Juvela gluten-free bread is sealed inside a double plastics layer. The first pe bag ensures that no crumbs are caught in the outer seals. Air is flushed out of the external layer and replaced with mould-inhibiting nitrogen and carbon dioxide before sealing.

Given reported consumer



preferences for foamed ps trays, giving product the shelf appeal of fresh meat or fish, research is said to have produced pre-formed trays of foamed ps laminated with a base web for barrier properties, filled and sealed with lidding film.

US manufacturer Reiser has now established itself with sales support and service in the UK (0908 274933), offering its Inpack system for pre-formed trays, including laminated ps.

Multivac (0793 616416) has now introduced its own system which allows preformed trays to be gas flushed and sealed. Modelled on the existing R5200, the R5200TS was launched at Foodex/Meatex last month. The machine is said to be flexible in changeovers between tray material types, and only minor spares changes are necessary to alter the thermoform model to tray sealing mode, says the company.

According to Multivac and Alan Bleathman, a series of refinements are likely over the next few months to improve gas monitoring and other control systems.

Other products on the market reflect machine manufacturers' concerns, having looked after the larger user, to offer equipment to cater for the small and medium-size user. Ilapak's Delta 1000B, launched last year, is capable of packing up to 35 products a minute, depending on the product and residual oxygen requirements.

"Horizontal box motion flow wrap uses a hand wheel for size changes"

First showing of a production model of the 1000 B by the company (081-561 2020) was at last month's Foodex/Meatex. The horizontal box motion flow wrap machine uses a hand wheel for size changes, unlike the 2000 SB which has computerised 48-product memory size change. Both machines incorporate misplaced product detection systems.

Rose Forgrove concentrated on quick size change - with electronic controls and 30-product memory - and seal integrity when it introduced its Integra horizontal ffs machine last year. The 150-pack-a-minute machine can be

changed between sizes in a fraction of the time taken by other machines, says the manufacturer (0924 825800).

*"Ensuring
that jams do
not occur
and sealing
jaws crush
the product"*

Food companies moving into, or increasing investment in, map are of course just as concerned with other aspects of productivity and waste minimisation. For this reason, the Integra includes a no-product, no-bag feature, and ensures that product jams do not occur with sealing jaws crushing product.

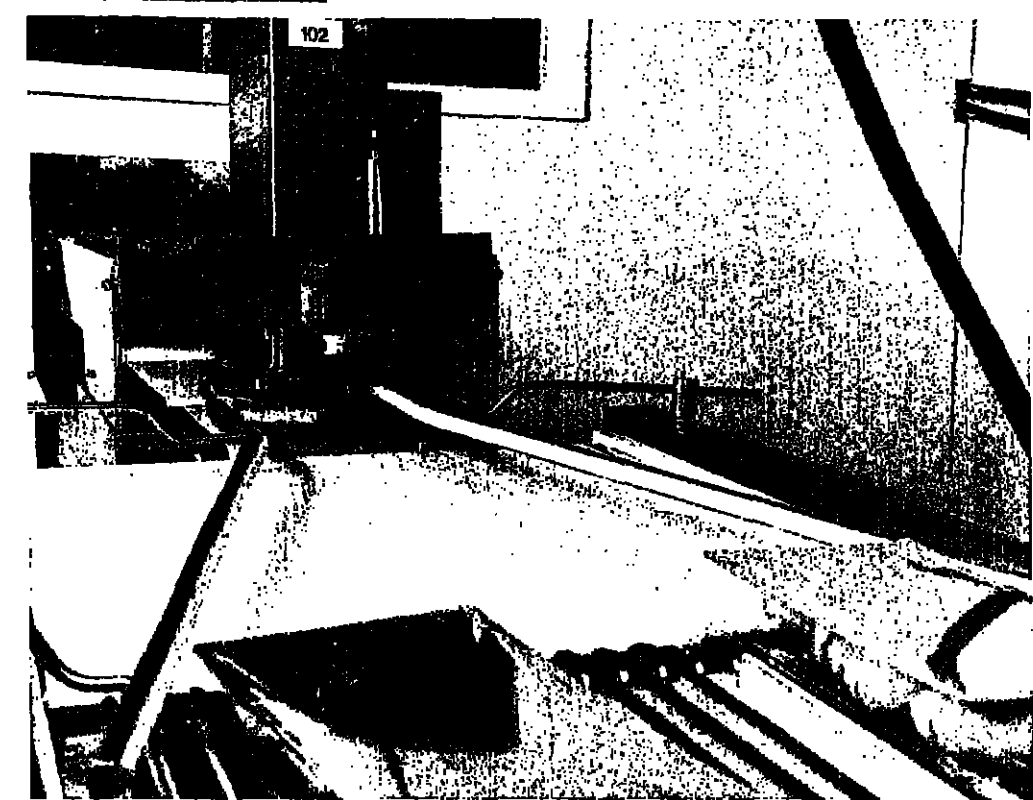
Bulk map is also used widely, especially in the UK for meat products where, as a substitute for in-store cutting and packing, they allow the larger retailers to centralise these operations without compromising on freshness.

Now the system is starting to be seen more in continental Europe. Standard Fleisch, a major German meat processor, has installed a Corr-vac map machine - produced by M-Tek - with Tufflex multi-layer barrier pouches supplied by Trigon Germany. Trigon (0952 290471) is the UK agent for Corr-vac.

Gas analysis is widely used as a built-in feature of map systems. But while one result may be obtained immediately after packing, changes may occur over time due to interaction between product and gases, redistribution of gases within the pack or, less acceptably, imperfect seals.

Equipment for tests "after the event" includes Hitech Instruments' Maprest range. The Maprest 4000 is a compact mobile analyser which will measure oxygen and carbon dioxide in a range of 0-100 per cent and simultaneously give a reading of the amounts of nitrogen present.

A major advantage of the system is that it requires little or no re-calibration. This reliability and push-button control mean that it can be used on-site by non-specialist staff, says Hiitech (0582 597478). Results of tests are displayed, with a warning if they are outside pre-set limits. Alternatively, they can be downloaded to a computer or printed out as a ticket with a clear pass/fail rating.

[illegible]

Other gas analysis equipment includes the Abiss Print. The fully-automatic unit is housed in a tough watertight case, and will give printouts of oxygen, carbon dioxide and nitrogen content with a pass/fail reading for the principal gases. Emco Packaging Systems (0304 620400) is the UK agent for French manufacturer Abiss.

Machines available for seal testing after the map process include Ishida-Nonpareil inline system. At Sansom's Bakery, Gwent, it is helping to ensure a 60-day shelf life for part-baked rolls. High sensitivity to even small leaks is one of the major features of the system, says Ishida (021-541 1441).

Product is channelled on an Ishida-Nonpareil converger into single file for presentation at the seal tester, where gentle pressure is applied to the top of the pack and measured

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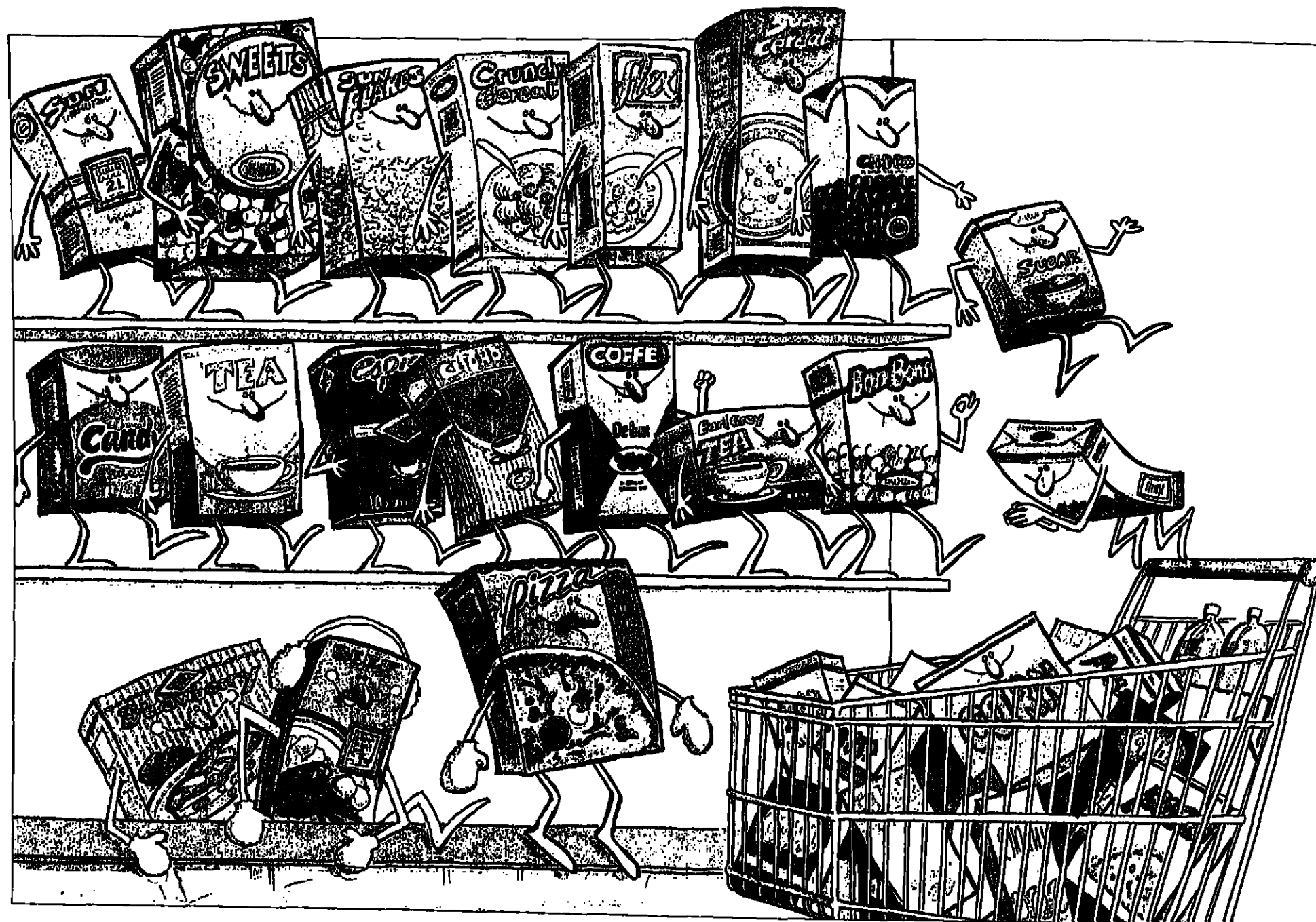


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Carbonated drinks cans offer greater direct profitability

Sales of cans in the carbonated soft drinks sector offer multiple grocers and newsagents greater direct product profitability (dpp) to other packaging types, according to research conducted by the Institute of Grocery Distribution (IGD) on behalf of the Can Makers.

Using Asda Stores for the grocery superstore findings, the study concludes that 23 per cent of litres sold in single or multipacks generated 46 per cent of dpp cash contribution. Per litre of product, the cans use less space than alternative packs within the supply chain, giving lower costs of handling and the opportunity to enhance profitability.

By contrast, the bulk of the product volume sales came from large pet bottles representing over 73 per cent of litres sold, but only providing 46 per cent of the dpp contribution generated. However, Alison Pinnock of the IGD (tel: 0923 857141) says that stores need a range of products. "Although some packaging types are more expensive to handle than others, if consumer choice is too restricted then sales may be lost completely across the store."

For newsagents, The Martin Retail Group was used and most of the product volume sold came from cans representing around 71 per cent of items sold and 81 per cent of the dpp contributed by carbonated soft drinks. By comparison, small pet and small glass bottles generate relatively low sales (22 per cent) and profits.

"Single cans are above average dpp percentage contribu-

tors with high unit movement per line, making them category winners. For multipacks, there are significant cash contribution opportunities to be gained through investment in the products with highest dpp potential," says Ms Pinnock.

The report highlights where costs are incurred within the retailer's supply chains. Tony Mapp, chairman of the Can Makers (tel: 071-351 2400), says "This is the first time dpp research has been conducted for carbonated soft drinks by pack type. Retailers can increase the opportunity for profit by selling more drinks cans."

Widget can redesign

To launch its second widget draught in can, Director's Draught Bitter, Courage called on agency Design In Action (DIA) to redefine the product's identity in the marketplace.

The design mirrors some elements from the previous John Smith's draught such as the use of a cream coloured band at the top of the packaging to suggest a full head.

"The design is different enough to make consumers reappraise the beer, but not radically different from the familiar image in pubs," says Trevor Bradford, director of DIA (Central House, Alwyne Road, Wimbledon, London SW19 7AB - tel: 081-879 7080, fax: 081-879 7315).

For further information, call 0839 772268

FOOD AND DRINK

Aluminium can shell ends: number doubles



More with less: lightweighting of aluminium cans is far from having reached its limits

For the year 2000, the number of aluminium can end shells coming out of 1 kg of aluminium will have doubled to 350, Alcan Deutschland GmbH tells *Packaging News*. While

the basic parameters such as height and diameter remain the same, shape, metal gauge and net weights are undergoing considerable change.

"Downgauging has always

been an important issue for aluminium cans. The prospects show that aluminium is far from having reached its limits," says Mr Schridde of Alcan.

Developments in can tech-

nology mean that a gauge of 0.241 is projected for cans giving 100 cans a kg. This will represent a reduction of 23 per cent this decade.

In 1994, Alcan says it is moving towards an end diameter on its cans of 202, which will bring an end weight reduction of between 25-30 per cent.

Only minor changes to existing can stock alloys are necessary to achieve anticipated future gauges. Improved package performance can be achieved with reduced gauges through bottom profile reforming, improved sidewall control during cupping and improvements in drop resistance, believes Mr Schridde. Around 167 billion two-piece cans are used worldwide each year: of these, 140.4 billion are made completely from aluminium.

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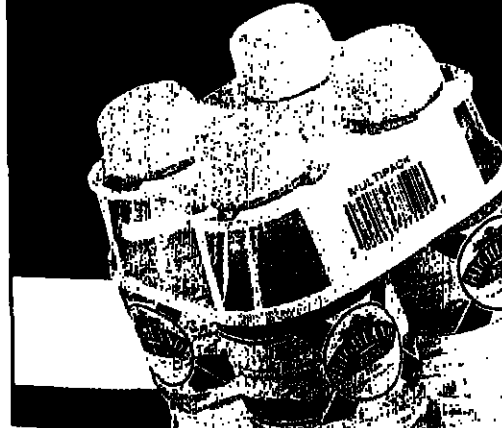
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THE WORLD



The SIPA ECS: extruder retracted from the distributor block and hot runner system feeding to the four sets of injection moulds

Pacesetting single stage blowmoulder speeds Mr Blobby

Dorset brewer Hall & Woodhouse Ltd has installed what is said to be the fastest single stage blowmoulder in the UK. It can deliver nearly 11,500 330ml pet bottles an hour for the company's range of Panda and Mr Blobby carbonated soft drinks. H&W aims to produce 60 million bottles this year at around 60 per cent of previous costs.

The 40 cavity ECS machine from SIPA in Italy, was supplied through Engelmann and Buckham Machinery Ltd (Buckham House, Lenton Street, Alton, Hants GU34 1HH - tel: 0420 82421, fax: 89193). Payback of the £2.8 million investment is expected within six months.

Cost savings

ECS combines injection blowmoulding and stretch blowing into one integrated manufacturing unit, which will result in cost savings through the elimination of cool/re-heat systems with separate injection/blowing operations, as well as cutting energy consumption and production, storage and handling costs.

Jack Jenkins, director of soft

drinks production at Hall & Woodhouse, tells CW the company was seeking a reliable and economic in house system to produce its 330ml containers and replace purchases from its external suppliers. The four preform moulds on the machine each have 10 cavities, although 12 is possible, and are filled every 12 to 14 seconds.

Unique to the Hall & Woodhouse machine are shooting pots, which will now be added to all ECS machines. The pet is fed through the melt distributors and instead of going straight into the cavities it goes into the shooting pots. The advantages of this are that it creates higher pack pressure in the pre-form which results in a longer shelf life for the bottle, as well as reducing the cycle time by half a second.

A mould cooling system cools the preforms from both inside and out to a temperature just above that required for stretch blowing. They are then transported via a robotised pick-up and transfer system directly to the two-stretch blow stations.

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TURN TO THE BACK
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Demonstrating flexo ability

A ten-inch tag and label press and a modular inspection, slitter/re-winder unit were among equipment shown for the first time during a Stanley Press Equipment open week.

US company Roto Press had a six-unit version of its modular 3502 flexo press running, and demonstrated its ability, even when printing at higher speeds to maintain quality and register. Andy Colletta, vice president sales and marketing at Roto Press, points to the four independent tension zones in the machine and the close control this gives.

Running at speeds of up to 750 feet a minute, the press is unlike others in being able to run at high speeds but also - crucially - dry the web satisfactorily with its high capacity driers. Mr Colletta tells CW.

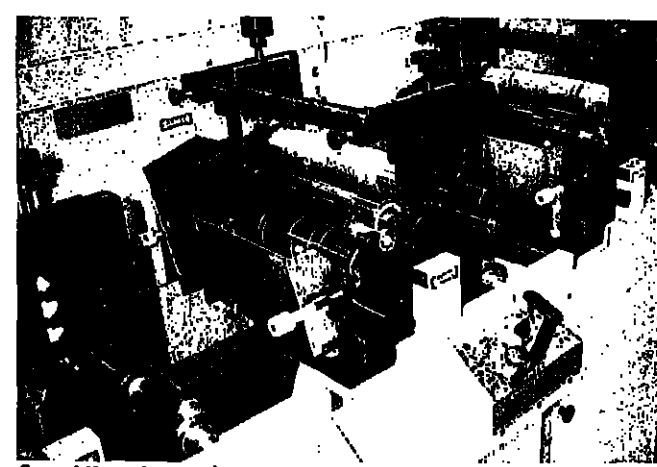
Roto Press also claims it has the quickest makeready press on the market, with each

unit capable of being dismantled without the use of tools in just one minute. Recirculating pumps mean that ink levels can be kept low.

According to Graham Waters, sales director at Stanley, engineering reliability was as important as performance quality in the company's choice of Roto Press and the other manufacturers it works with. "We do not have a very wide programme, but what we do have is quality equipment," says Mr Waters.

Shown with the flexo press was a 20-inch inspection, slitting and rewind unit from Canadian manufacturer Rotoflex. Complete electronic tension control on unwind and rewind is offered on a system which can run at up to 850 feet a minute, vice president sales and marketing Val Rimas tells CW.

Up to three different cutting methods can be mounted



One of the print stations on the Roto Press 3502

inline and switched between. A die-cutting station and striping tower can be added.

Reels of up to 40 inches in diameter can be mounted on the machine, which has its own roll lifting system, and so complement longer uninterrupted print runs. Options are available for specific applications.

Ancillary equipment

viewed for the first time in the UK included an Aldo Berra 2E hot foil printing and diecutting machine and a Hugo Beck film and shrinkwrapping machine. Stanley is at Graphic House, Bank Street, Macclesfield, Cheshire SK11 7AR - tel: 0625 429211, fax: 614900.

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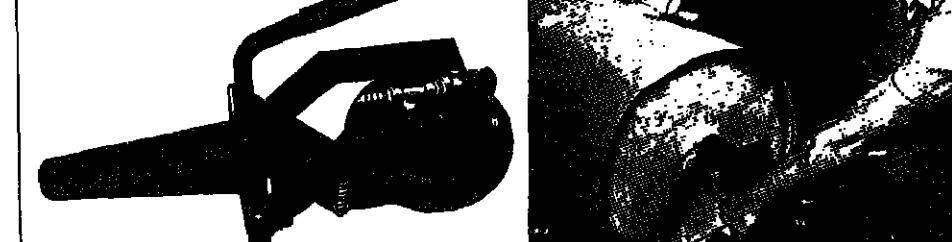
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BRIEFLY

THE FLEXOGRAPHIC Technical Association (FTA) is holding a seminar (22-23 June) on corrugated during the Corrugated '94 exhibition taking place from 20-25 June in Paris. Topics will include press, digital laser engraving, printing and ink technology and the fee is US\$88 for one day and US\$150 for both. Details from the US-based FTA on fax: +516 737 8813.

A 2650, 000 Nipeter Rotolabel B-250 rotary letterpress has been commissioned at Simpson Label Co Ltd to provide additional label capacity. John Latham, purchasing director at Cussons (UK) Ltd, performed the 'switching on' ceremony.

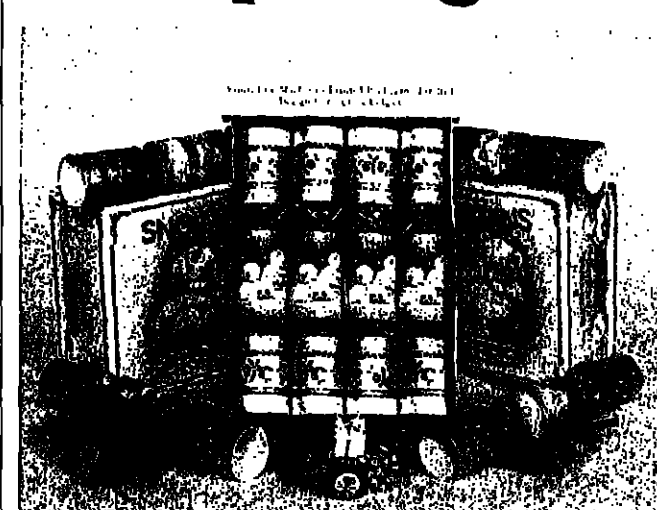
RIMOR AIRSHAFTS (0705 264063) has launched a new brochure outlining the range of products now available. These include details of both airshafts and alrohucks.

TWO PRODUCTS for the treatment of industrial waste water have been launched by E Allman & Co Ltd (0243 612611). The Carbo-Fix works on dye stuffs and metals while the Foto-pork works on mono printing processes. Prices range from £290 up to £1200.

A COMPACT, hand held device that provides reliable measurement of low levels of static electricity in the workplace is available from Amersham Stat-Attack (0484 643040).

EFTA PRINT AWARDS

Co-op bag carries off best in show



(Right) The David James Award for best in show went to Sidlaw Packaging - Shield for 'special edition' carrier bags used to launch the Co-op Society's new corporate logo during in-store promotions. (Above) Maclean's Printed Packaging Ltd scooped the Stanley Blackledge Trophy for best technical innovation, for aluminium foil which was converted for Snow Twin Christmas crackers

This years UK EFTA (European Flexographic Technical Association) Print Awards saw the David James Award for best in show go to Sidlaw Packaging - Shield for a carrier bag for Co-op Quality Foods.

This is a six colour half tone print on 55 micron white opaque polythene using photopolymer plates with 100 screen (anilox screen 450) with additional background and house colours.

It was chosen from over 200 entries from a total of 45 companies including five from overseas. The best in show award is achieved via a secret ballot of the judges, who chose from the 12 gold award category winners.

The Stanley Blackledge Trophy for best technical innovation went to Maclean's Printed Packaging Ltd for an aluminium foil which was subsequently converted into Christmas crackers.

Several companies achieved multiple wins in various categories. These were Britannia Packaging with ten, various divisions of Sidlaw Packaging also with ten, LMG Smith Bros with seven and Welton Packaging Ltd with six.

According to the judges, the scope and range of flexible packaging entries were not only high but very consistent and showed the steady erosion of gravure markets by flexo. Post print corrugated packaging quality, often thought of as the 'poor relation' of flexo, was noticeably higher this year.

In his address at the EFTA Gala Dinner last month, where all of the awards were presented, chairman of the judges Cliff Woolf called for all flexographers to come forward and enter the awards. He also expressed disappointment at the small number of entries received in the self adhesive label sections and hoped for more in 1995.

Further information on the 1994 awards from EFTA secretary Tony Bath (7 Limerick Road, Redland, Bristol BS6 7DX - tel/fax: 0272 246965).

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Sidlaw Packaging - Shield
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WIDE WEB PAPER - UP TO 300 GSM - SCREEN
Welton Packaging Ltd
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LMG Smith Bros
Trigon Packaging Systems (UK) Ltd

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LMG Smith Bros
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Trigon Packaging Systems (UK) Ltd
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WIDE WEB FLEXIBLE TRANSPARENT SUBSTRATES (REVERSE

Over 100 cutting strokes a minute

Atom, the Italian machine maker, launched its CN model S530, at Hawkes Technical Ltd's yearly cutting presses exhibition. Tony Underwood, Hawkes' md, claims it is the fastest single cylinder CN cutter available, at over 100 cutting strokes a minute.

Designed to cut continuously with 25 tonnes cutting force, the CN S530 is available with belt, nip roller and tray feed to enable a range of materials to be fed in.

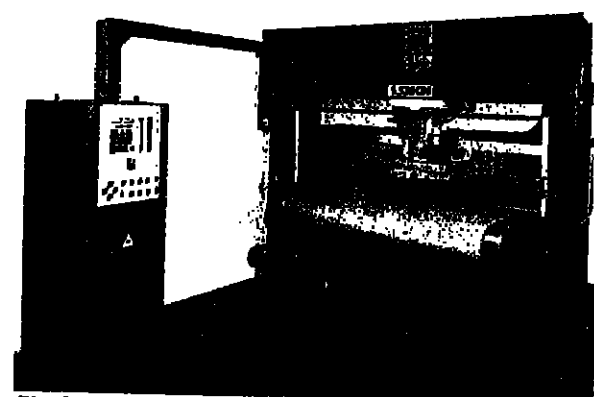
Tool changes can be undertaken in less than 10 seconds and no daily maintenance is required. "The

advantage of a CN machine over a beam press is that you get about 30 per cent higher yield from materials with smaller tools. It is also three

wood of Hawkes (Spencer Parade, Stanwick, Northants NN9 6QJ - tel: 0933 62492, fax: 0933 624092).

Hawkes, which is the agent for Atom, says it has already sold two S530s in the UK, just from video showings. These are achieving materials savings of 30 per cent, operating at 108 strokes a minute. "There is no need for a slitter and wastage is normally around 14 per cent. This machine gets away from multi-gang tools," says Mr Underwood.

For further information K4 610 Call for details 0839 772268



The S530 cuts continuously with 25 tonnes cutting force

Opti-Color of Germany, represented in the UK by Jenton International, has added InLine Sensor and Multi VC to its viscosity controls for flexographic and gravure printers.

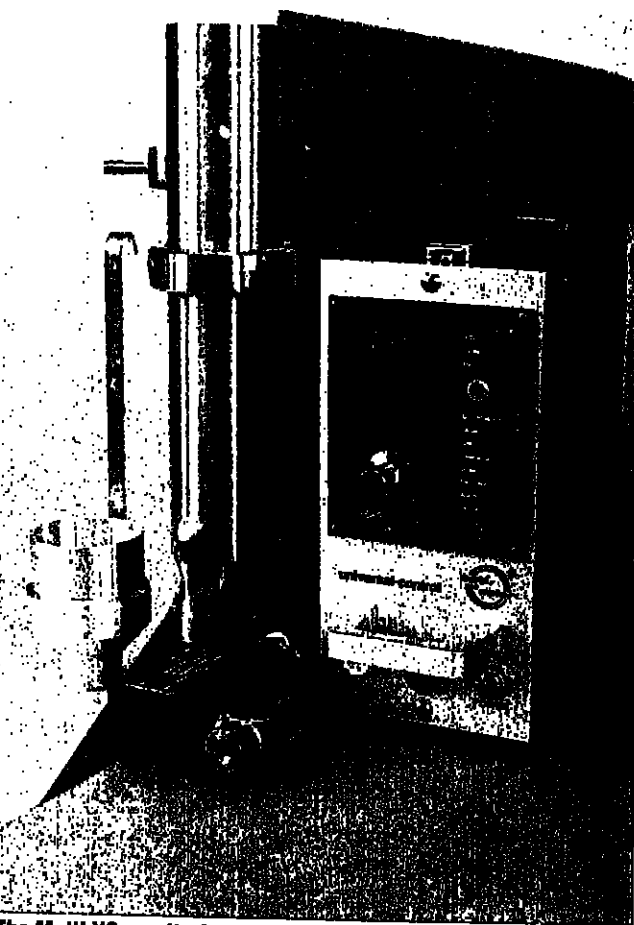
InLine Sensor is compatible with existing control units and solvent valves. Positioned between the ink tank and the press, it can be mounted horizontally or vertically.

As it is fed directly from the pump, it is no longer affected by the ink level in the tank. A significant reduction in the volume of ink required can be achieved, says Richard Little of Jenton International (Pioneer House, St Mary Bourne, Andover, Hants - tel: 0264 738666, fax: 738552).

The Multi VC unit provides both ink temperature and pH value in addition to viscosity readings, says Jenton.

For further information K4 610 Call for details 0839 772268

Viscosity extras



The Multi VC monitoring unit for flexographic and gravure printers

£80 million to play with

Manders plc has announced pre-tax profits of £10.3 million for the year ended 1993, an increase of 45 per cent on 1992. Since year end, the company has sold its decorative division, acquired certain inks and coatings businesses from Croda International and contracted to sell its property interests.

When completed, this will bring the company £80 million which it aims to use to acquire operations around the world.

Jim Mahony joint md of Manders Oil Inks tells CW "We have nearly completed our rationalisation programme so that we are completely focused on our coatings and inks operations."

"However, the converting side of the business is the one undergoing the most change, and we plan to target it."

Around 40-45 per cent of inks produced by the firm each year go to the corrugated converting sector. During the year, sales of publication gravure inks improved, which compensated for the slight reduction in the volumes of inks supplied to the flexible packaging sector.

Oil inks produced both volume growth and profit improvement, says Roy Amos, chairman. "It is anticipated that considerable potential still exists within this part of the business," he adds.

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German exhibitors dominate PaPro 94

Despite its stature as an international show, next month's PaPro is likely to be dominated by German exhibitors, with only 303 out of a total of 730 coming from abroad.

To be held in the Düsseldorf showground between the 25 and 31 May, PaPro will bring together the technology and products behind pack production, paper, film and foil manu-

facturing and converting.

In the three principal product sectors represented at the show, a total of 226 companies will show pack converting machinery across the various materials, 131 will focus on auxiliary equipment, including rollers, and 98 on machinery for materials production.

Britain is second among foreign exhibitors after Italy, and 12 of these will be represented on a

group stand organised by Picon. Information from the Düsseldorf Trade Fair Agency (Charles House, 108-110 Finchley Road, London NW3 5JJ - tel: 071-794 0166, fax: 071-435 9967).

For further information K4 606 Call for details 0839 772268

Simple to operate modular inspection

Extending its range of web inspection systems, Pro Mark Technologies will be showing its Pro Scan Eagle inspection unit for the first time.

Simple to operate, modular in conception, the Eagle has been designed to allow unlimited expandability and a capacity for customisation.

Features available include automatic colour monitoring, positional memory and camera location indicators. With the system, minimum investment is said to be necessary to allow web printers to increase productivity on older presses and maximise output on newer presses. Standard and compact versions are available.

"The Eagle represents a new level of sophistication in video inspection equipment,"

says Norm Provan, president of Pro Mark. "Expandability is built into every system and no additional hardware is required."

US company Pro Mark has its European HQ in The Netherlands (Zekeringstraat 38, 1014 BT Amsterdam, The Netherlands - tel: 010 31 20 6815474, fax: 20 6817434).

Operation is via a notebook-sized control panel which can be handheld or press-mounted. Benefits for users of the system will include the tuning out of defects, reduction of makeready and changeover times, fine colour matching and productivity increases, says Mr Provan.

Hall: 8, Stand: A62.
For further information K4 604 Call for details 0839 772268

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Press for high quality flexo entry

Equipment launched at the show by Italian manufacturer Schiavi Cesare spa will include the Polaris flexo press and Eco Convert Junior laminator.

Said to be ideal for flexo printers wanting to enter the high quality end of the market, the six-colour Polaris is designed for short to medium runs on paper, extensible films, foil and laminates. Compact and versatile, it is derived from the successful Sirio flexo press.

"Standard deck option"

Possible configurations include a standard deck or one-roll flexo with chambered, reverse doctor blade. Printing speeds can be up to 250m a minute, with a drying



The Eco Convert Junior laminator: suitable for moderate investment

system said to work efficiently with either solvent- or water-based inks.

The press can easily be connected inline with other Schiavi gravure printing or converting equipment, says the

manufacturer. Unwind and rewind can be automatic or semi-automatic.

For use with mono- or bi-component solventless adhesives, the Eco Convert Junior laminator aims at markets where quality and productivity are required in return for moderate investment. Laminating speeds can be up to 300m a minute on widths of between 800 and 1400mm on any type of flexible material.

Web tension control
Control is said to be especially good of both web tension and consistent adhesive coating. According to Schiavi, fast installation and commissioning times are possible if these are required.

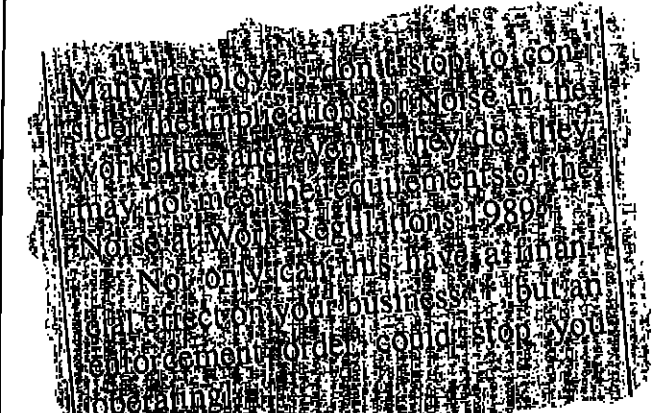
The Italian company is represented in the UK by Eurograv Ltd (Sprint Industrial Estate, Chertsey Road, Byfleet, Surrey KT14 7BD - tel: 0932 336262, fax: 336271). Hall: 8, Stand: E02.

For further information K4 605 Call for details 0839 772268

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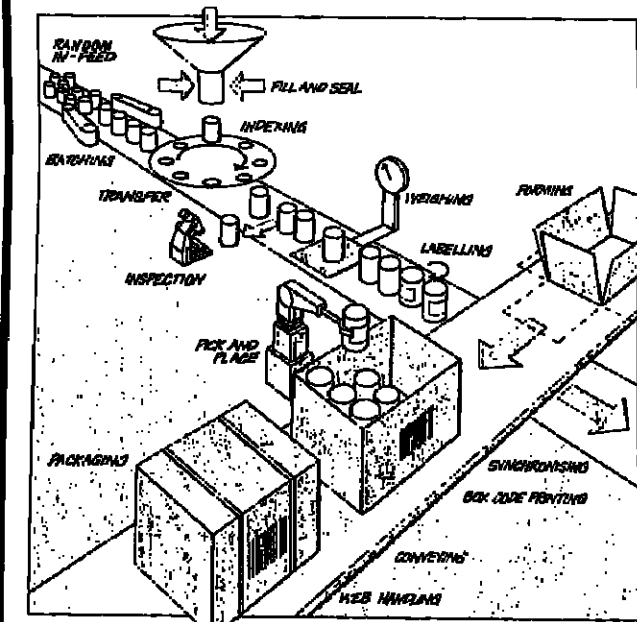
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RELIANCE ELECTRIC

Flexo press offers automatic operator input data setting

An eight-colour flexo press, a slitter/rewinder for pp and a solventless coating and laminating machine are among equipment shown for the first time by Bielloni Castello spa.

Automatic operator input data setting is a major feature of the 8-colour flexo machine in the Liza series. Web tension, process data, drying temperature, ink viscosity, number of colours and sizes can all be set automatically. This also means that the settings for repeat jobs can easily be recalled.

"Sleeve changing"

Bielloni has also devised a sleeve changing system which avoids the need for dismantling cylinders. Once the new sleeve has been threaded, register is set automatically. This facility is said to offer substantial time savings, especially when producing short runs on the 8-colour press.

Air recycling in the dry-

ing system is designed to increase solvent concentration for exposure to a neutralising agent.

Cleo II is a coating and laminating machine brought in following the success of the Cleo, and designed for small to medium size converters of a number of different materials, including aluminium.

Here, too, sleeve change is said to be easy, using the pneumatic support system for the coating cylinders.

A heavy-duty frame to avoid vibration during production - even at speeds up to 350m a minute - is another feature of the machine. The laminating group is housed separately from the coating group.

Of its 1993 production, 94 per cent was exported, says Bielloni (Via della Misericordia 46, 20046 Biassona, Milano, Italy - tel: 010 39 39 24851, fax: 490124).

Hall: 5, Stand: D29

For further information call 0839 772268

PAPRO PREVIEW



BHS will show three flexo print units with a wet width of 1300mm

Drying stations follow each print unit on press

For the manufacturer wanting to shift orders from gravure to flexography, BHS Druck says that its range of presses is ideal.

BHS will be showing three flexo print units with a web width of 1300mm and running speed of 300m a minute. This will be shown with an automatic unwinder with shaftless reel take up from floor level.

"Easy retrofitting"

Among the key features of the presses are substantial

drying stations after each print unit, automatic register presetting, short changeover times and easy retrofitting for uv printing.

High print repeat flexibility is another important feature, says BHS (Postfach 111, 92729 Wiederhamm, Germany - tel: 010 49 9605 919333, fax: 919304).

The converter can deliberately print longer or shorter, says BHS, using the same cylinder circumference, so compensating for shrink or stretch in subsequent processes.

Hall: 8, Stand: F17

For further information call 0839 772268

Sacks with sealed-in bottom pieces for lining returnables

Conversion of sacks with sealed-in bottom pieces for the lining of barrels and other returnable containers will be among the processes shown on the Joisten & Kettenbaum stand.

"Pneumatic controlled sealing press"

The SB/RB sealing press works from tubular film, cut to length and with the base sections cut out. Pneumatically controlled, the sealing press is manually loaded from a counter-pressure

plate with the bag and separate bottom piece in position. Sacks can be from 250mm to 650mm in diameter.

Other products that are available from the German company include the Ferment series of foil sealing units and the PLD/S 901 for the production of U-shaped pouches. Joisten & Kettenbaum are represented in the UK by Ballinger Rawlings (Balraul House, Ebbens Road, Hemel Hempstead, Herts HP3 9RD - tel: 042 217555, fax: 60091).

Hall: 5, Stand: E33
For further information call 0839 772268

NEWS BRIEFS

GC1 Inc will be showing its latest range of defect detection equipment for use with its Image Processor. The motorised HP traverse design includes features such as a lighted back plate for clear film applications. The "Smart" Automatic Defect Detection package performs consistent inspection on a moving web, says GC1 (tel: 0808 881476, fax: 881490).

Hall: 8, Stand: E47

Titan Converting Equipment will be exhibiting alongside the other Atlas Converting group companies, and will show its successful SR6 slitter, able to process web widths up to 1800mm at speeds of up to 450m a minute. Compact size and good operator access are other advantages, says Titan (tel: 0438 741144, fax: 740017).

Hall: 5, Stand: F02

Birhard & Lohmer will present its digital web guiding system,

able to position a wide range of different webs as required. Control is through a membrane keypad and led display. Also shown by E&L will be the OptoLine HS online measurement and web-inspection system.

Hall: 8, Stand: A48

Goebel will be adding a robot system to its slitter/rewinder, which is designed for 3-shift operation. A variable dot gluing system will meet the demands of different end-users, says the company (010 49 6151 8881, fax: 888520).

Hall: 4, Stand: E02

CMC Converting Machinery Cavenini srl will demonstrate its automatic log cutting machine, suitable for a variety of materials. Maximum log diameter is 400mm with a maximum working width of 1600mm. The company has just opened a UK branch (tel: 081-813 6243, fax: 081-813 6244).

Hall: 7, Stand: E40

INK TECHNOLOGY

Vocs: which route to take?

It appears that ink makers are more concerned about protecting the environment than most printers and converters! For every ink user who is positively seeking to improve their environmental impact, there are many who are only moving as fast as the legislation pushes them.

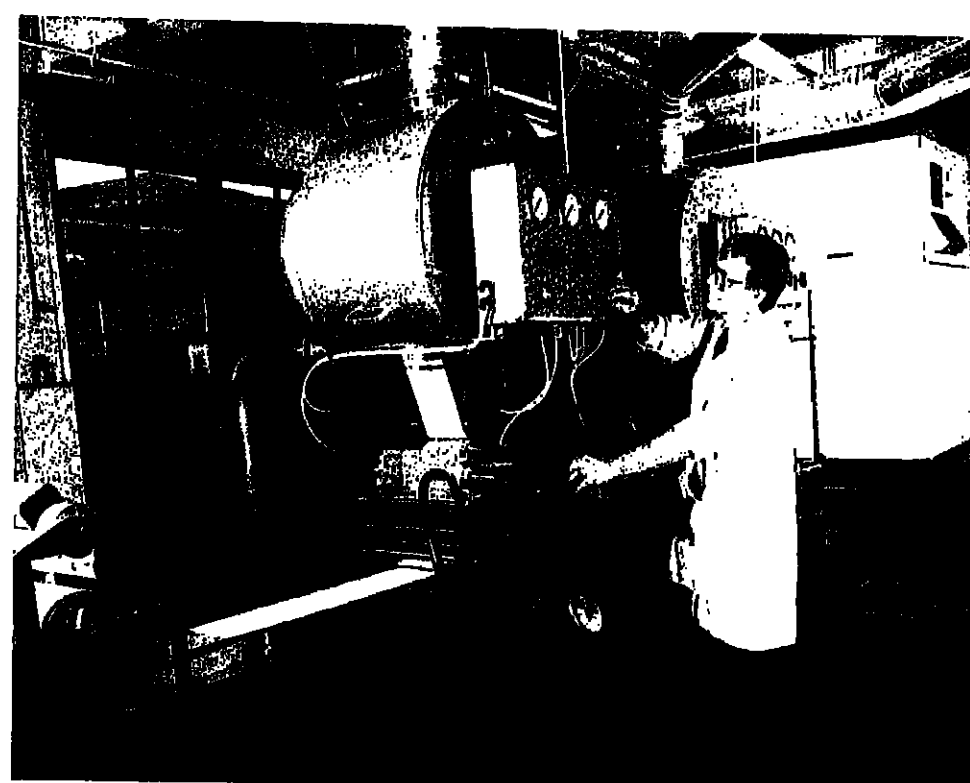
Although this might be an overstatement, there is more than a grain of truth in it. Ink makers are committing a substantial proportion of their research and development budgets to the creation of more environmentally friendly products, only to be told that they will not be used until this or that minor shortcoming has been resolved.

The greatest of the environmental concerns is the emission of vocs (volatile organic compounds) to the atmosphere. Not surprisingly this has more impact on flexo and gravure printers using solvent based inks.

The difficulty is knowing which technological route will give the best solution.

Most talk is centred on the more exciting areas of new technology such as water based inks for films and foils or uv flexo. In practice, there have been substantial efforts to reduce the problems with conventional solvent based inks.

The most effective method of preventing the solvent emissions into the atmosphere would be, in theory, reclamation of the solvent for reuse. Unfortunately, the majority of inks are based on a mixture of solvents and the proportions of that mixture are important to the performance of the ink. The proportions change as the solvent is driven off from the ink and, when recovered, is a mixture of unknown composition that is only of use for



Gas chromatography is used in Sun Chemical's Eurolab to assess the purity of solvents and check for organic solvents in water based systems

washing up the press.

The answer to this is to formulate 'mono-solvent' inks so that the recovered solvent is the same as that which went into the ink and can be re-used more widely.

Two companies that have emphasised their activity in this area are BASF Coatings & Inks and Sun Chemical. Robert Kinkead, general manager of BASF Liquid Inks reports that "these mono-solvent inks have been trialled successfully by several UK converters and are standard issue on the Continent for converters with solvent recovery plant".

The obvious alternative is the replacement of organic solvent by water and most of the

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The Printer's Ink Handbook

At last - a book on printing inks that can be easily understood by printer and print buyer alike.

"In my years in the trade, I have never before seen a book that even attempted to explain the inks to the printer in his own terms, let alone succeeded." That is the view of Dr John Arnold, Director of Corporate and Policy Affairs of the BPIF of the new book by ink consultant Chris H Williams FIOF, LRSC, MInstPack.

With over thirty years experience in printing inks and twenty years lecturing on inks, Chris H Williams brings a unique blend of knowledge and presentational skills to the task. The result is a book that is equally valuable to experienced printers, print students and print buyers.

The 244 page book is well illustrated with 70 photos and diagrams, and case bound to ensure durability with repeated use. It is published by Maclean Hunter Ltd, Maclean Hunter House, Chalk Lane, Cockfosters Road, Barnet, Herts. EN4 0BU at £24.50.

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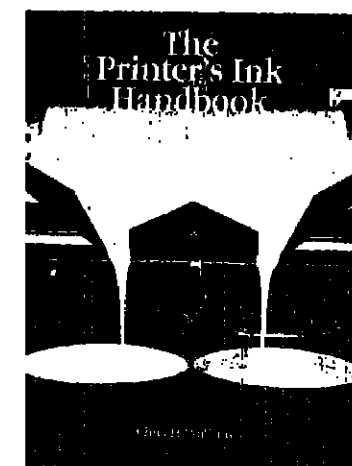
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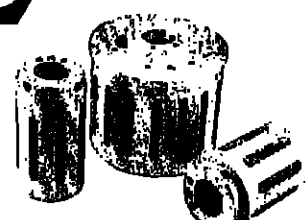
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PACKAGING NEWS/APRIL 1994

INK TECHNOLOGY

major suppliers have been working on this for some years. There is no problem in formulating a suitable ink for use on paper or board but films and foils present greater difficulties, particularly where good gloss or high resistance specifications are required.

A further problem is to ensure that atmospheric pollution is not replaced by water pollution by the press washings.

Much more water is used to wash the press than solvent is used for solvent based inks. Up to ten times more can be needed because of the lower solubility of water based products.

The dirty water has no commercial value and cannot be dumped down the drain as water authorities are tightening up on waste water disposal. Previously they were able to dispose of most of their sludge by spreading it on the land but this is unacceptable when it may be contaminated with industrial residues such as heavy metals.

"Efficient heavy metal removal"

Government funded research is underway at Coates Lorilleux to develop inks that have a high efficiency of heavy metal and colour removal and to develop affordable treat-

ment plant. The objective is to produce a system that will allow the waste to be discharged to the sewers without the need for special consents or secondary treatment, while retaining the right printing and performance characteristics.

"Focus on reclamation"

BASF, together with third parties, is focusing on the development of water reclamation systems. Again BASF reports that there is much more progress with water based film inks on the Continent where many hundreds of tonnes are being run as standard on a wide variety of substrates and specifications.

A number of ranges of water based flexo inks for different substrates are available from Coates Lorilleux. To ease the operations of converters who may print on a variety of substrates, they introduced the Ecol range of high strength pigmented bases. When mixed with the appropriate 'technology varnish' one of nine different ink systems can be made that are tailored to meet the demands of different areas of the print and packaging market.

The work at Coates Nobel has concentrated on the development of Hydrofilm, a new flexo water based ink to print a variety of films in the rotary label market. These include

polythene, polypropylene, polystyrene, PVC and aluminium foil. The other major area of development has been that of UV flexo inks. UV curing is well established for litho and letterpress where the immediate drying is a considerable benefit. Flexo has no such drying problems and UV appeared to offer little until the need to eliminate VOCs became pressing. The early problems that were encountered when trying to get the UV inks down to acceptable flexo viscosities have now been largely overcome.

Most of the activity has been concentrated on the narrow web label market as no major converter in the UK yet has UV curing facilities, but that is bound to change.

In a recent exercise with Arpeco on their narrow width Impressionist press, Sun Chemical demonstrated its Suncure F range as the latest development for UV flexo. It was printed on Iggessund board, Rafalac self adhesive coated paper and Mobil oriented polypropylene with four colour process inks, gold and overprint coating.

Possibly more firmly established in the roll fed self-adhesive printing market are Casco Nobel and Paragon Inks.

From Casco Nobel comes a new Uvoflex which is said to combine low viscosity with high colour strength, fast curing and low irritancy. It is suitable for films and aluminium

foil as well as paper and is being used in daily production at speeds of 120 to 140 metres a minute. Apparently it has also been used on a large format flexo press, presumably on the Continent, at over 300 metres a minute on polythene.

As a specialist in UV curing technology, Paragon Inks offers its Flexlo range and are finding particular interest in the opaque white. However, it supports this range with a number of 'value adding' products for flexo and letterpress application. These include dense opaque white,

silicone release coating, trigger marking varnishes, adhesive deadening varnish and overprintable panel yellow.

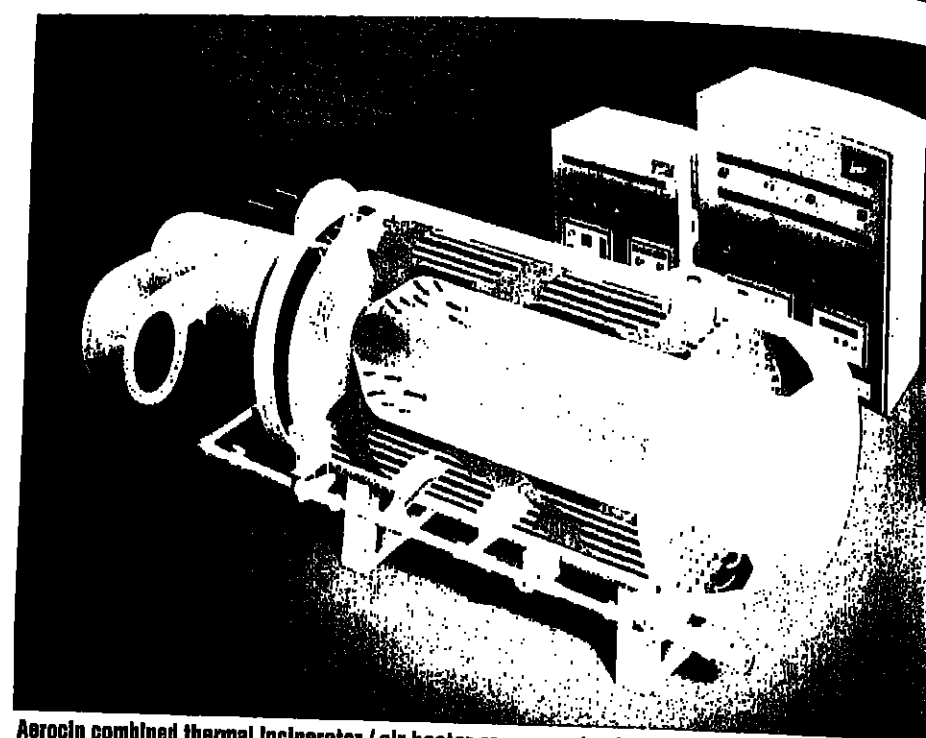
An alternative area of environmental concern is the presence of heavy metals in inks. The most damaging metals have already been eliminated from most inks but there were some areas where the most stringent specifications were still not satisfied.

New gold and silver inks that are free of heavy metals, and thus satisfy the demands of the most sensitive food packaging and the latest toys safety

regulations, are now available from Kenne Graphic Products.

These Corona gold and silver inks contain metallic pigments that are produced by entirely new process. Being heavy metal free, they can be used on the most sensitive labelling and packaging: satisfy BS 5665 part 3 and the fish language version of BS 5665 part 3 published by the European Committee for Standardisation.

The very cost-intensive processing technology is reflected in a higher than normal price per kilo. □



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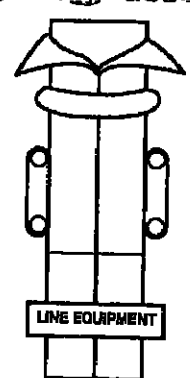
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Our client is the UK agent of the Maresini Group, a successful Italian company whose main activity is the manufacture of specialised packaging machinery. Due to increased sales growth, they now require an experienced Sales Manager to join their existing UK team based in Leighton Buzzard.

Reporting directly to the UK Sales Manager based in Italy, the position requires a Regional Sales Manager to increase and develop machine sales in the South of England. Ideally aged 30 plus, the successful candidate must have a minimum of three years' experience of field sales management within the packaging industry selling capital equipment. The position requires the individual to possess excellent interpersonal and negotiating skills. Although not essential, it would be a considerable advantage if the selected candidate spoke Italian.

Rewards match the demands of this newly created position. If you feel you possess the enthusiasm and motivation to succeed in this challenging role, then please write enclosing full personal and career details to: Suzanne Dobinson, Management Consultancy Division, Robson Rhodes, Bryanston Court, Selden Hill, Hemel Hempstead, Herts HP2 4TN.

ROBSON RHODES
 Chartered Accountants



Appointments



PACKAGING DEVELOPMENT TECHNOLOGIST/INNOVATOR

Our client is a leading operator in the brewery, food and leisure markets with a state-of-the-art Research and Development centre based in South Bedfordshire which plays a critical role in originating packaging and technical improvements within the brewery operation.

THE ROLE & CANDIDATE PROFILE:

To work within an established R & D team responsible for new packaging developments and innovations working from marketing briefs, creating new packaging concepts, testing, launching and on-going support.

The ideal candidate will have experience of glass, plastics or metal packaging technology, an understanding of materials capabilities/limitations and a minimum of 2 years related manufacturing and "hands-on" packaging development/scientific experience from the brewery, beverage, food or related markets.

Essentially, the successful candidate will be a science graduate, a self motivated innovator with good communication and presentation skills, ideally aged early to late 20's

Salary: up to £25,000 + excellent benefits package + relocation expenses.

Interested candidates should submit a career resume in strictest confidence to:

Angela McGuinness at MCGUINNESS SEARCH & SELECTION
 2 Wordsworth Road, Harpenden, Herts, AL5 4AF or call on 0582 460046.

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CORRUGATED SALES - We currently have a large number of vacancies in the following territories: South East, Essex, Leics., Humberside, Midlands. Salary range from £16-28k.

CARRIER BAGS - Experienced sales professionals required to cover Leics., London and South East. Salary £20k.

CARTONS - Wide variety of companies who are seeking experienced carton salespersons throughout the UK. Salary £22-35k.

LABELLING - We are seeking an experienced self-adhesive label salesperson in the Manchester and North West regions. Salary neg.

MACHINERY SALES - position for European Sales Manager - must have fluency in one or more European languages and have experience of selling in the EEC. Salary £30k + bens.

AGRICULTURAL SACKS - Covering southern UK. Must have experience in selling to chemical/industrial outlets. Salary £25k.

FOR FURTHER DETAILS ON ABOVE VACANCIES PLEASE CONTACT MICHAEL STAMP OR JULIAN RICHARDSON. WE WOULD ALSO WELCOME CV'S FROM ALL PROFESSIONALS WITHIN THE PACKAGING INDUSTRY. BOTH SALES AND PRODUCTION STAFF.

47b LONDON ROAD, SEVENOAKS, KENT, TN13 1AR.
 TEL: 0732 743777. FAX: 0732 741720

PACKAGING ENGINEER

Bussmann Cooper is a world leader in fuse manufacture with sites in America, UK and Europe. We are currently seeking to recruit a Packaging Engineer to work at our site in Frome.

The successful candidate will have a broad experience of modern high volume packaging machinery ideally with a background in the electronics and pharmaceutical industry or in the design and development of such equipment. They will join a small team responsible for the specification, design and improvement of all aspects of the company packaging process and special purpose assembly equipment. This will include the specification of new processes, the design or purchase of new equipment and the development of product packaging.

The ideal candidate will have a degree or HNC in engineering, have at least 5 years experience in the packaging industry and in particular a strong background and interest in machine design or development.

We offer an attractive remuneration package and an opportunity to play a significant role in our long term development.

Applications together with a current C.V. should be sent to:

The Personnel Department
 Bussmann Cooper (UK) Ltd.
 Baswick Works,
 Frome,
 Somerset BA11 1PP.



Current Opportunities....

Printed Self Adhesive Labels

- Sales Executive - Expertise within Sales to the Toiletries & Cosmetics Markets - Southeast £25,000.
- Sales Development Executive - Specialist within the Pharmaceutical Marketplace - Location open - £27,000.
- Key Account Manager - To service & develop established accounts - Midlands/South - £25,000.
- General Sales Manager - Senior Management Role - Southeast £35,000

Design, Production & Purchasing

- Head of Production Planning & Purchasing - Leading Personal Care Company - London - £20,000.
- Packaging Designer - Creative Carton Packaging for Major Retailer - London £18,000.

Printed Litho Cartons & Printed Corrugated

- Sales Executive - Litho Cartons to the Food Market - Southwest - £23,000.
- Area Sales Manager - Litho Cartons to the Toiletries, Cosmetics & Healthcare markets - Southeast £25,000.
- Sales Manager - Quality POS & Litho-Laminated Packaging - South/Midlands - £35,000.

For Further details of the above and many more National opportunities within Sales & Marketing, Commercial, Production, R&D and Design, please call Angela McGuinness, in confidence.

MCGUINNESS SEARCH & SELECTION
 2 Wordsworth Road, Harpenden, Herts, AL5 4AF
 TEL: 0582 460046 FACSIMILE: 0582 461666

Business for Sale

BUSINESS FOR SALE

Packaging materials distributor, N.W. based. Sole trader, planning for retirement, supplying paper/plastic sacks and bags, pallet wrap etc. to 'blue chip' industrial outlets, councils, hospitals, etc., seeks offers. Turnover £250k, good profits. All suggestions considered - e.g. purchase of goodwill plus stock, company formation with equity share, joint venture. This is an outstanding opportunity for packaging materials sales executive to enter own business.

Replies in strictest confidence to the Proprietor.
 Packaging News, Box No. 2224, Cockfosters Road,
 Chalk Lane, Barnet, Herts. EN4 0BU

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